1982 Census of Retail Trade

RC82-C-28

Major Retail Centers in Standard Metropolitan Statistical Areas

Nebraska

U.S. Department of Commerce
BUREAU OF THE CENSUS

The publications
from the 1982 Economic and
Agriculture Censuses are dedicated
to the memory of Shirley Kallek,
Associate Director for Economic Fields.
During her career at the Bureau of the
Census (1955 to 1983), she continually
directed efforts to improve
the timeliness and accuracy of
economic statistics.

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Issued February 1985

U.S. Department of Commerce
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Clarence J. Brown, Deputy Secretary
Sidney Jones, Under Secretary for Economic Affairs

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If you have any questions concerning the statistics in this report, call (301) 763-7038.

INTRODUCTION

ECONOMIC CENSUSES OVER TIME

The early beginnings of America's industrial output were first measured in the United States in the 1810 Decennial Census and again in 1820, when questions on manufacturing were included with those for population. Beginning with the 1840 Decennial Census, there were enumerations of manufactures and mineral industries at 10-year intervals up to and including the year 1900 for manufactures and 1940 for mineral industries. The latter census was again taken for 1954, 1958, 1963, and 1967.

Because of the increasing dominance of manufacturing in the early 20th century, Congress directed that quinquennial censuses of manufactures be taken beginning in 1905. However, from 1919 through 1939, these censuses were conducted every 2 years. The need for war-related current surveys in the early 1940's postponed the next census of manufactures until 1948 (for 1947). That census was again taken for 1954, 1958, 1963, and 1967.

Retail and wholesale trade data were first collected in 1930, and in 1933 information on selected service industries was added to the data-collection operation. These business censuses, as they were called, were again taken for 1935, 1939 (as part of the 1940 decennial program), 1948, 1954, 1958, 1963, and 1967.

Information on construction industries was first obtained in 1930 and again for 1935 and 1939. Data for the full spectrum of construction industries were not gathered again until 1968 (for 1967).

The need for transportation data to supplement information available from existing governmental or private sources was recognized by Congress in the late 1950's and early 1960's. The census of transportation (consisting of several surveys) was first taken for 1963 and again for 1967.

Since 1967, all of the above censuses have been taken quinquennially as part of the Census Bureau's economic census program. (For the 1977 censuses, the coverage of the service industries was broadened from "selected services" to all services, except religious organizations and private households. A total of 41 additional four-digit standard industrial classifications[1] (SIC's) in 7 SIC major groups was added to the scope of the census. While most of the industries included for the first time for 1977 were covered again for 1982, some were not, i.e., hospitals; elementary and secondary schools; colleges, universities, and professional schools; junior colleges and technical institutes; labor unions and similar labor organizations; and political organizations.)

[1]**Standard Industrial Classification Manual: 1972.** For sale by Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402. Stock No. 041-001-00066-6. **1977 Supplement.** Stock No. 003-005-00176-0.

The first manufacturing census for an outlying area was conducted in Puerto Rico for the year 1909. Thereafter, with the exception of 1929, a census was taken at 10-year intervals through 1949. The first censuses of retail trade, wholesale trade, and selected service industries in Puerto Rico were conducted for 1939. These censuses also were taken for the years 1949, 1954, 1958, 1963, and 1967. A census of construction industries was first introduced in Puerto Rico for 1967. These censuses of Puerto Rico have been taken since then for the years 1972, 1977, and 1982.

Censuses of manufactures, retail trade, wholesale trade, and selected service industries were conducted in Guam and the Virgin Islands of the United States for 1958, 1963, 1967, 1972, 1977, and 1982. Censuses of mineral industries were taken in the Virgin Islands of the United States for the years 1958, 1963, and 1967 but not since that time. A census of construction industries was also undertaken in these areas for 1972, 1977, and 1982.

Retail trade, wholesale trade, selected service industries, manufacturing, and construction industries were canvassed for the first time in the Northern Mariana Islands in 1983 (for 1982).

For 1982, the economic censuses and agriculture censuses were conducted concurrently.

USES OF THE ECONOMIC CENSUSES

The economic censuses are the major source for facts about the structure and functioning of the Nation's economy and provide essential information for government, business, industry, and the general public. They provide an important part of the framework for such composite measures as the gross national product, input-output measures, indexes of industrial production, and indexes measuring productivity and price levels. Information from the censuses is used to establish sampling frames and as benchmarks for current surveys of business activity, which are essential for measuring short-term economic conditions.

State and local governments use census data to assess business activities within their jurisdictions. The private sector uses the data to forecast general economic conditions; analyze sales performance; lay out sales territories; allocate funds for advertising; decide on locations for new plants, warehouses, or stores; and measure potential markets in terms of size, geographic areas, kinds of business, and kinds of products made or sold.

Following every census, thousands of businesses and other users purchase reports. Likewise, census facts are widely disseminated by trade associations, business journals, and newspapers. Volumes containing census statistics are available in most major public and college libraries. All 1982 data are available on microfiche from the U.S. Government Printing Office and most data on computer tape from the Census Bureau. Finally, the more than 50 State Data Centers also are suppliers of economic census statistics.

AUTHORITY AND SCOPE OF THE ECONOMIC CENSUSES

The economic censuses are required by law under title 13 of the United States Code, sections 131, 191, and 224, which directs that they be taken at 5-year intervals for the years ending in 2 and 7. The 1982 Economic Censuses covered manufacturing, mining, construction industries, retail trade, wholesale trade, service industries, and selected transportation activities. Special programs also cover minority-owned and women-owned businesses. The next economic censuses are scheduled to be taken in 1988 for the year 1987.

CENSUS OF RETAIL TRADE

The 1982 Census of Retail Trade, part of the 1982 Economic Censuses, covered retail trade as defined in the Standard Industrial Classification (SIC) Manual.[1] It included all establishments primarily engaged in selling merchandise for personal or household consumption and rendering services incidental to the sale of the goods. The census excluded governmental organizations classified in the covered industries except for liquor stores operated by State and local governments. Data for direct sellers (SIC 5963) with no paid employees and post exchanges, ship stores, and similar establishments operated on military posts by agencies of the Federal Government are not included. The basic tabulations in this report do not include data for establishments which are auxiliary (primary function is providing a service, such as warehouses) to retail establishments within the same organization. Data for auxiliaries are presented for selected industrial classifications in tables included in the United States Summary report of the Geographic Area series, RC82-A-52. Data for auxiliaries are presented for more detailed industry breakdowns in a subsequent report issued as part of the 1982 Enterprise Statistics reports.

For the 1982 Census of Retail Trade, large- and medium-size firms, plus all firms known to operate more than one establishment, were sent questionnaires to be completed and returned to the Bureau by mail. For most very small firms, including those with no paid employees, data from existing administrative records of other Federal agencies were used instead. These records provided basic information on location, kind of business, sales, payroll, number of employees, and legal form of organization. In addition, more detailed information for selected kinds of business was obtained on the various questionnaires.

Appendix A gives a more detailed explanation of census coverage and methodology.

MAJOR RETAIL CENTERS

This report represents a recompilation of data collected in the 1982 Census of Retail Trade into the two types of areas which have been delineated for the report: (1) central business districts (CBD's); and (2) major retail centers (MRC's). The report covers each standard metropolitan statistical area (SMSA) in the State and presents statistics for these concentrations of retail stores located in each SMSA.

[1]**Standard Industrial Classification Manual: 1972.** For sale by Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402. Stock No. 041-001-00066-6. **1977 Supplement.** Stock No. 003-005-00176-0.

Central Business District

A central business district, as defined by the Bureau, is the defined downtown retail area of an SMSA central city, or other SMSA city of 50,000 persons or more. A CBD is an area of very high land valuation; high concentration of retail businesses, offices, theaters, hotels, and "service" businesses; and high traffic flow. It is defined by existing census tract boundaries and consists of one or more whole census tracts, except for a few CBD's with census tracts which include areas outside the corporate limits of the city. In these cases, the CBD consists of only those portions of the census tracts within the corporate limits of the city. Census tracts are small, relatively permanent areas into which large cities and adjacent areas have been divided to show comparable small-area statistics. Data for CBD's are published only in reports of the census of retail trade.

Major Retail Center

A major retail center is a concentration of at least 25 retail stores[2] located inside an SMSA but outside a CBD. At least one of the 25 stores must be a general merchandise store (SIC 53) with a minimum of 100,000 square feet of total under-roof floor space.[3] MRC's include planned suburban shopping centers as well as unplanned centers such as older "string streets" (continuous businesses along a thoroughfare with few cross streets containing any businesses) and combinations of planned and unplanned centers. Where the MRC is a planned center, the boundaries encompass all retail stores in the center. Where the MRC is an unplanned center, each block within the boundaries should have at least one general merchandise store (SIC 53); apparel store (SIC 56); furniture, home furnishings and equipment store (SIC 57); or miscellaneous shopping goods store (SIC 594). MRC's are defined in SMSA's existing as of January 1, 1982. Data for MRC's are published only in reports of the census of retail trade.

Delineation

The delineation of central business districts and major retail centers was determined in consultation with local census statistical areas committees (CSAC's). A few CSAC's chose not to participate in the CBD delineation program so some eligible cities do not have CBD's. In areas where CSAC's did not participate in the MRC delineation program, the Bureau asked other local organizations to delineate MRC's and list stores in the delineated areas, following Bureau guidelines. Due to funding limitations, Bureau employees could not delineate MRC's in areas for which outside participation could not be obtained. Accordingly, no MRC statistics are presented in this report for a few areas which may have had qualifying MRC's.

Approximately 95 percent of all areas which may have had MRC's were delineated by CSAC's or by other local organizations. Appendix J identifies which areas were delineated by CSAC's; which areas were delineated by other interested organizations; and which areas were not delineated, either because there were no MRC's or because MRC delineation participation could not be obtained for the area.

[2]An MRC which had 25 stores or more at time enumeration was done may have had less than 25 stores at end of 1982. Thus, data may be shown for a few MRC's which have less than 25 stores.

[3]Minimum square footage criterion was waived in a few special cases at request of local CSAC.

Historical Data

The report on major retail centers was begun as a part of the 1954 Census of Business, which provided data for 95 CBD's. In the 1958 Census of Business, data were published for 109 CBD's and, for the first time, for 472 MRC's located in 97 SMSA's. The 1963 Census of Business included data for 131 CBD's and 972 MRC's located in 116 SMSA's. In the 1967 Census of Business, the program was expanded to cover all 230 SMSA's, containing 134 CBD's and 1,556 MRC's. The 1972 Census of Retail Trade covered 259 SMSA's, containing 144 CBD's and 2,137 MRC's.

For the first time, in the 1977 Census of Retail Trade, CBD's and MRC's were delineated by using the definition described above. These new definitions caused a slight modification in the scope of the 1977 program, which covered 272 SMSA's containing 386 CBD's and 1,464 MRC's.

There was no change in the scope of the program in the 1982 Census of Retail Trade. The number of SMSA's covered increased to 315, and included 456 CBD's and approximately 1,550 MRC's.

CENSUS DISCLOSURE RULES

In accordance with Federal law governing census reports, no data are published that would disclose the operations of an individual establishment or business. However, the number of establishments in a kind-of-business classification is not considered a disclosure so this item may be released even though other information is withheld.

For every CBD and MRC, statistics on sales, payroll, and number of employees are presented for all kind-of-business lines which do not require suppression to avoid disclosing data for individual companies. However, since most MRC's and several CBD's tend to have a relatively small number of establishments, it generally is not possible to provide separate kind-of-business data (except for establishment counts) for these small areas without disclosing the operations of individual establishments. For this reason, additional sales data are shown for the following kind-of-business groups:

1. Convenience goods stores, i.e., food stores (SIC 54), eating and drinking places (SIC 58), and drug and proprietary stores (SIC 591).
2. Shopping goods (GAF) stores, i.e., general merchandise stores (SIC 53), apparel and accessory stores (SIC 56), furniture, home furnishings, and equipment stores (SIC 57), and miscellaneous shopping goods stores (SIC 594).
3. All other stores (SIC's 52, 55, and 59, except 591 and 594).

GEOGRAPHIC AREAS COVERED

This series of reports presents data for establishments located in CBD's and MRC's in SMSA's in each State. The SMSA's included in the 1982 MRC program are those defined by the Office of Management and Budget as of January 1,1982, except for three areas which did not have any MRC's or CBD's for 1982: Glens Falls, N.Y.; Jacksonville, N.C.; and Santa Cruz, Calif.

MRC statistics are presented for all areas within SMSA's for which a local group delineated qualifying MRC's. For any MRC's which existed in 1977 and which still qualified but were not delineated for the 1982 program, unpublished 1982 MRC statistics are available. These statistics may be obtained by submitting a written request to the Chief, Business Division, Bureau of the Census, Washington, D.C. 20233.

CBD statistics are presented for all eligible cities for which the local CSAC defined the area known as the "central business district."

For all SMSA's in the State for which MRC and/or CBD data are presented, data are also shown for each SMSA, each central city, and all other SMSA cities of 50,000 inhabitants or more for which a CBD was defined by a local CSAC. Data for SMSA's which cross State lines appear only in the State report for the State in which the SMSA is primarily located.

DESCRIPTIONS OF SPECIFIC CENTRAL BUSINESS DISTRICTS AND MAJOR RETAIL CENTERS

The boundaries of each central business district and major retail center are described in appendix I. Boundaries begin with the north boundary and continue clockwise through all the boundaries.

DOLLAR VALUES

All dollar values presented in this report are expressed in current dollars, i.e., 1982 data are expressed in 1982 dollars and 1977 data in 1977 dollars. Consequently, when making comparisons to prior years, users should consider the inflation that has occurred.

RELIABILITY OF DATA

All data compiled in this report originated from either census questionnaires or administrative records of other Federal agencies and, therefore, are not subject to sampling errors. However, the data are subject to nonsampling errors. Nonsampling errors can be attributed to many sources: inability to identify all cases in the actual universe; definition and classification difficulties; differences in the interpretation of questions; errors in recording or coding the data obtained; and other errors of collection, response, coverage, and estimation for missing or misreported data.

The accuracy of these tabulated data is determined by the joint effects of the various nonsampling errors. No direct measurement of these effects has been obtained except for estimation of missing or misreported data. However, precautionary steps were taken in all phases of the collection, processing, and tabulation of the data in an effort to minimize the effects of nonsampling errors.

The Bureau of the Census obtains on computer tape limited information extracted from administrative records of other Federal agencies. This information is used in conjunction with other information available to the Census Bureau to develop estimates for nonemployers, small employers, and other establishments for which responses were not received in time for publication. See appendix A for a more complete explanation of census coverage and methodology.

MICROFICHE

The data in this report series are also available on microfiche. Microfiche reports are sold by the U.S. Government Printing Office.

SPECIAL TABULATIONS

Special tabulations of data collected in the 1982 Census of Retail Trade may be obtained, depending on availability of time and personnel, on computer tape or in tabular form. The data will be in summary form and subject to the same rules prohibiting disclosure of confidential information (including name, address, kind of business, or other data for individual business establishments or companies) as are the regular publications.

Special tabulations are prepared on a cost basis. A request for a cost estimate, as well as exact specifications on the type and format of the data to be provided, should be directed to the Chief, Business Division, Bureau of the Census, Washington, D.C. 20233.

To discuss a special tabulation before submitting specifications, call 301-763-5282.

ABBREVIATIONS AND SYMBOLS

The following abbreviations and symbols are used in this publication:

—	Represents zero.
(D)	Withheld to avoid disclosing data for individual companies; data are included in broader kind-of-business totals.
(IC)	Independent city.
(NA)	Not available.
(NC)	Not comparable.
(S)	Withheld because estimates did not meet publication standards on basis of either response rate, associated standard error, or a consistency review.
CBD	Central Business District.
MRC	Major Retail Center.
n.e.c.	Not elsewhere classified.
pt.	Part.
SIC	Standard Industrial Classification.
SMSA	Standard Metropolitan Statistical Area.

Users' Guide for Locating Statistics in This Report by Table Number

Information shown in tables	Table		
	1	2	3
GEOGRAPHIC AREAS			
SMSA's in the State	X		
CBD's in SMSA's	X	X	
Places with CBD's in SMSA's	X		
MRC's in SMSA's	X		X
DATA ITEMS[1]			
All establishments:			
Establishments	X	X	X
Sales	X	X	X
Establishments with payroll:			
Establishments	X	X	X
Sales	X	X	X
Annual payroll	X	X	X
First quarter payroll		X	X
Paid employees for pay period including March 12, 1982	X	X	X

[1]See Explanation of Terms, appendix A.

Users' Guide for Locating Statistics in the 1982 Census of Retail Trade Reports

Report and geographic area	Information shown in reports by kind of business or industry category										
	Number of establishments	Sales ($1,000)	Payroll ($1,000)	Number of employees	Sales per capita and selected ratios	Merchandise line sales	Sales size and employment size of establishments and firms	Concentration ratios of largest firms	Single units and multi-units	Legal form of organization	Selected topics
GEOGRAPHIC AREA SERIES											
United States	X	X	X	X	X						
State	X	X	X	X	X						
SCSA	X	X	X	X							
SMSA	X	X	X	X							
County	X	X	X	X							
Place	X	X	X	X							
MAJOR RETAIL CENTERS											
SMSA	X	X									
City	X	X	X	X							
CBD	X	X	X	X							
MRC	X	X	X	X							
ESTABLISHMENT AND FIRM SIZE (INCLUDING LEGAL FORM OF ORGANIZATION)											
United States	X	X	X	X			X	X	X	X	
MEASURES OF VALUE PRODUCED, CAPITAL EXPENDITURES, DEPRECIABLE ASSETS, AND OPERATING EXPENSES											
United States		X	X							X	[1] X
MERCHANDISE LINE SALES											
United States	X	X				X					
State	[2] X	[2] X				[2] X					
SMSA	[2] X	[2] X				[2] X					
MISCELLANEOUS SUBJECTS											
United States	X	X	X	X							[3] X
State	X	X	X	X							[3] X
SMSA	X	X	X	X							[3] X

[1] Includes value produced, capital expenditures, depreciable assets, and selected operating expenses detail.

[2] Data available in printed form only for the United States and selected SMSA's based on volume of retail sales. Data for other areas are available only on microfiche.

[3] For the United States, States, and SMSA's, includes data on number of gasoline pumps and gallon sales of gasoline and other automotive fuels as well as establishments offering self-service sale of gasoline; on waiter or waitress service, seating capacity and average cost per meal; and on the number of pharmacists, number of prescriptions filled, and percent of prescriptions paid for by third parties. For the United States and States only, includes data on types of food service, franchise holders, concession operators, contract feeding and automatic merchandising machine operators; and on the gallon sales of fuels, LP gas bulk storage capacity, and number of establishments selling bottled LP gas.

CONTENTS

[Page numbers listed here omit the prefix that appears as part of the number of each page]

The following tables are common to each SMSA which has either a central business district and/or at least one major retail center. Applicable tables have been omitted in SMSA's where both central business districts and major retail centers did not exist.

TABLES

SMSA's

APPENDIXES

-- Not applicable.

Table 1. Statistics by Kind of Business for Major Retail Centers, Central Business Districts, Cities With Central Business Districts, and the Standard Metropolitan Statistical Area: 1982

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For descriptions of MRC and CBD boundaries, see appendix I]

SIC code	Kind of business	Standard metropolitan statistical area	Lincoln		Major retail center No. 1
			City	Central business district	
	Retail stores[1 2 3]:				
	Number	1 762	1 637	192	137
	Sales ($1,000)	923 287	896 014	87 791	171 891
	Annual payroll ($1,000)	118 578	115 620	16 151	22 171
	Paid employees for pay period including March 12, 1982	15 591	15 124	2 405	3 003
	Retail stores (establishments with payroll)[2]:				
	Number	1 213	1 159	179	133
	Sales ($1,000)	907 628	882 287	86 806	171 641
54, 58, 591	**Convenience goods stores:**				
	Number	449	423	63	31
	Sales ($1,000)	317 896	(D)	23 454	34 549
53, 56, 57; 594	**Shopping goods stores (GAF)[4 5]:**				
	Number	329	326	85	74
	Sales ($1,000)	(D)	(D)	52 581	96 417
52, 55, 59, ex. 591, 4	**All other stores:**				
	Number	435	410	31	28
	Sales ($1,000)	(D)	(D)	10 771	40 675
	NUMBER OF ESTABLISHMENTS				
	Retail stores[1 2 3]	1 762	1 637	192	137
	Retail stores (establishments with payroll)[2]	1 213	1 159	179	133
52	**Building materials, hardware, garden supply, and mobile home dealers**	69	66	4	2
525	Hardware stores	20	19	-	1
52 ex. 525	Other	49	47	4	1
53	**General merchandise group stores**	29	29	5	6
531	Department stores (incl. leased depts.)[5 6]	9	9	2	4
531	Department stores (excl. leased depts.)[5]	9	9	2	4
533	Variety stores	7	7	1	1
539	Miscellaneous general merchandise stores	13	13	2	1
54	**Food stores[7]**	111	103	6	8
541	Grocery stores	77	71	2	4
55 ex. 554	**Automotive dealers**	71	70	3	6
554	**Gasoline service stations**	119	106	6	1
56	**Apparel and accessory stores**	115	115	35	41
561	Men's and boys' clothing and furnishings stores	11	11	6	5
562, 3, 8	Women's clothing and specialty stores and furriers	40	40	9	18
562	Women's ready-to-wear stores	36	36	8	16
565	Family clothing stores	14	14	5	3
566	Shoe stores	37	37	12	13
564, 9	Other apparel and accessory stores	13	13	3	2
57	**Furniture, home furnishings, and equipment stores**	92	91	19	6
5712	Furniture stores	24	23	4	-
5713, 4, 9	Home furnishing stores	26	26	3	1
572, 3	Household appliance, radio, television, and music stores	42	42	12	5
58	**Eating and drinking places**	290	272	51	21
5812	Eating places	231	220	36	18
5813	Drinking places	59	52	15	3
591	**Drug and proprietary stores**	48	48	6	2
59 ex. 591	**Miscellaneous retail stores[8]**	269	259	44	40
592	Liquor stores	51	49	3	1
594	Miscellaneous shopping goods stores[9]	93	91	26	21
5944	Jewelry stores	16	16	5	4
5947	Gift, novelty, and souvenir shops	18	18	6	5
5949	Sewing, needlework, and piece goods stores	10	8	-	1
5992	Florists	17	16	3	3

[1]For all establishments, including those without payroll.
[2]Each kind-of-business classification includes leased departments classified in that kind of business as if they were separate establishments. Accordingly, data for leased departments are not consolidated with kind-of-business data for main stores in which they are located. For more information, see Comparability of 1977 and 1982 Censuses in appendix A.
[3]Excludes nonemployer direct sellers, SIC 5963.
[4]Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.
[5]Includes sales from catalog order desks located in department stores.
[6]Includes data for leased departments operated within department stores. Data for this line not included in higher level totals.
[7]May include data not covered by SIC 541.
[8]May include data not covered by SIC's 592, 594, and 5992.
[9]May include data not covered by SIC's 5944, 5947, and 5949.

Table 2. Statistics by Kind of Business for Central Business Districts in the Standard Metropolitan Statistical Area: 1982

[For meaning of abbreviations and symbols, see introductory text. For definition of terms "adjusted" and "unadjusted" and for indication of comparability of 1982 CBD data and 1977 CBD data, see Comparability of 1977 and 1982 Censuses in appendix A. For definition of SMSA, see appendix D. For comparative CBD sales statistics, 1977 and 1982, see appendix H. For description of CBD boundaries, see appendix I]

SIC code	Kind of business	Establishments		Sales		Annual payroll		First quarter payroll		Paid employees for pay period including March 12	
		Adjusted (number)	Unadjusted (number)	Adjusted ($1,000)	Unadjusted ($1,000)	Adjusted ($1,000)	Unadjusted ($1,000)	Adjusted ($1,000)	Unadjusted ($1,000)	Adjusted (number)	Unadjusted (number)
	LINCOLN CBD										
	Retail stores[1 2 3]	192	183	87 791	86 151	16 151	15 929	3 847	3 791	2 405	2 379
	Retail stores (establishments with payroll)[2]	179	171	86 806	85 225	16 151	15 929	3 847	3 791	2 405	2 379
52	**Building materials, hardware, garden supply, and mobile home dealers**	4	3	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
525	Hardware stores	-	-	-	-	-	-	-	-	-	-
52 ex. 525	Other	4	3	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
53	**General merchandise group stores**	5	5	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
531	Department stores (incl. leased depts.)[4 5]	2	2	(D)	(D)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.)[4]	2	2	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
533	Variety stores	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores	2	2	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
54	**Food stores[6]**	6	6	906	906	166	166	37	37	39	39
541	Grocery stores	2	2	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
55 ex. 554	**Automotive dealers**	3	3	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
554	**Gasoline service stations**	6	6	4 711	4 711	360	360	60	60	38	38
56	**Apparel and accessory stores**	35	33	14 852	14 848	3 241	3 238	842	840	416	414
561	Men's and boys' clothing and furnishings stores	6	5	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers	9	8	4 124	4 122	1 188	1 186	288	287	175	174
562	Women's ready-to-wear stores	8	7	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
565	Family clothing stores	5	5	5 035	5 035	1 193	1 193	305	305	121	121
566	Shoe stores	12	12	3 827	3 827	554	554	154	154	72	72
564, 9	Other apparel and accessory stores	3	3	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
57	**Furniture, home furnishings, and equipment stores**	19	17	8 500	8 497	1 261	1 258	340	338	124	122
5712	Furniture stores	4	4	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishing stores	3	3	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores	12	10	4 918	4 917	759	757	198	197	83	82
58	**Eating and drinking places**	51	51	17 285	17 285	4 025	4 025	929	929	902	902
5812	Eating places	36	36	13 544	13 544	3 175	3 175	712	712	713	713
5813	Drinking places	15	15	3 741	3 741	850	850	217	217	189	189
591	**Drug and proprietary stores**	6	6	5 263	5 263	637	637	146	146	90	90
59 ex. 591	**Miscellaneous retail stores[7]**	44	41	15 767	14 194	2 658	2 443	635	584	281	260
592	Liquor stores	3	3	1 066	845	161	67	34	15	20	17
594	Miscellaneous shopping goods stores[8]	26	24	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
5944	Jewelry stores	5	5	1 930	1 917	617	615	147	145	42	41
5947	Gift, novelty, and souvenir shops	6	6	520	518	70	69	14	14	16	16
5949	Sewing, needlework, and piece goods stores	-	-	-	-	-	-	-	-	-	-
5992	Florists	3	3	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)

[1]For all establishments, including those without payroll.
[2]Each kind-of-business classification includes leased departments classified in that kind of business as if they were separate establishments. Accordingly, data for leased departments are not consolidated with kind-of-business data for main stores in which they are located. For more information, see Comparability of 1977 and 1982 Censuses in appendix A.
[3]Excludes nonemployer direct sellers, SIC 5963.
[4]Includes sales from catalog order desks located in department stores.
[5]Includes data for leased departments operated within department stores. Data for this line not included in higher level totals.
[6]May include data not covered by SIC 541.
[7]May include data not covered by SIC's 592, 594, and 5992.
[8]May include data not covered by SIC's 5944, 5947, and 5949.

Table 3. Statistics by Selected Kind of Business for Major Retail Centers in the Standard Metropolitan Statistical Area: 1982

[Data for kind-of-business detail may not add to broader kind-of-business totals. Only those kinds of business without suppressed data are shown. In some instances, however, kinds of business for which data are suppressed are included to indicate their relationship to component kinds of business. For meaning of abbreviations and symbols, see introductory text. For definitions of SMSA, see appendix D. For description of MRC boundaries, see appendix I]

SIC code	Kind of business	Establishments (number)	Sales ($1,000)	Annual payroll ($1,000)	First quarter payroll ($1,000)	Paid employees for pay period including March 12 (number)
	MRC NO. 1					
	Retail stores[1 2 3]	137	171 891	22 171	5 081	3 003
	Retail stores (establishments with payroll)[2]	133	171 641	22 171	5 081	3 003
53	**General merchandise group stores**	6	62 326	8 198	1 801	1 100
531	Department stores (incl. leased depts.)[4 5]	4	53 614	(NA)	(NA)	(NA)
54	**Food stores**	8	18 975	2 053	487	227
541	Grocery stores	4	17 938	1 881	443	201
56	**Apparel and accessory stores**	41	21 592	3 366	833	509
562, 3, 8	Women's clothing and specialty stores and furriers	18	10 005	1 226	291	215
565	Family clothing stores	3	3 504	960	246	137
566	Shoe stores	13	4 997	666	157	83
57	**Furniture, home furnishings, and equipment stores**	6	1 521	206	47	40
58	**Eating and drinking places**	21	(D)	(D)	(D)	(D)
5813	Drinking places	3	1 102	225	55	53
59 ex. 591	**Miscellaneous retail stores**	40	13 942	2 043	476	250
594	Miscellaneous shopping goods stores	21	10 978	1 537	371	199
5944	Jewelry stores	4	2 146	545	119	55
5947	Gift, novelty, and souvenir shops	5	1 251	151	31	26

[1]For all establishments, including those without payroll.
[2]Each kind-of-business classification includes leased departments classified in that kind of business as if they were separate establishments. Accordingly, data for leased departments are not consolidated with kind-of-business data for main stores in which they are located. For more information, see Comparability of 1977 and 1982 Censuses in appendix A.
[3]Excludes nonemployer direct sellers, SIC 5963.
[4]Includes sales from catalog order desks located in department stores.
[5]Includes data for leased departments operated within department stores. Data for this line not included in higher level totals.

Table 1. Statistics by Kind of Business for Major Retail Centers, Central Business Districts, Cities With Central Business Districts, and the Standard Metropolitan Statistical Area: 1982

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For descriptions of MRC and CBD boundaries, see appendix I]

SIC code	Kind of business	Standard metropolitan statistical area	Omaha, Nebr.		Council Bluffs, Iowa		Major retail centers		
			City	Central business district	City	Central business district	No. 1	No. 2	No. 3
	Retail stores[1 2 3]:								
	Number	4 450	2 805	168	455	108	36	85	193
	Sales ($1,000)	2 872 676	1 987 853	60 482	352 501	45 752	(D)	43 347	317 675
	Annual payroll ($1,000)	343 975	250 656	10 493	36 107	7 164	8 049	7 300	40 701
	Paid employees for pay period including March 12, 1982	43 162	30 843	1 518	4 517	969	736	917	4 420
	Retail stores (establishments with payroll)[2]:								
	Number	3 201	2 135	138	362	100	35	76	187
	Sales ($1,000)	2 829 723	1 963 442	58 780	348 366	45 321	72 352	42 770	317 505
54, 58, 591	**Convenience goods stores:**								
	Number	1 409	940	68	151	33	15	20	63
	Sales ($1,000)	982 182	671 058	18 478	117 086	12 960	(D)	7 763	67 904
53, 56, 57; 594	**Shopping goods stores (GAF)[4 5]:**								
	Number	752	539	44	81	43	7	24	81
	Sales ($1,000)	770 538	620 877	(D)	(D)	23 788	(D)	20 488	197 721
52, 55, 59, ex. 591, 4	**All other stores:**								
	Number	1 040	656	26	130	24	13	32	43
	Sales ($1,000)	1 077 003	671 507	(D)	(D)	8 573	51 476	14 519	51 880
	NUMBER OF ESTABLISHMENTS								
	Retail stores[1 2 3]	**4 450**	**2 805**	**168**	**455**	**108**	**36**	**85**	**193**
	Retail stores (establishments with payroll)[2]	**3 201**	**2 135**	**138**	**362**	**100**	**35**	**76**	**187**
52	**Building materials, hardware, garden supply, and mobile home dealers**	**140**	**85**	**4**	**14**	**1**	**-**	**5**	**5**
525	Hardware stores	43	25	3	4	-	-	2	1
52 ex. 525	Other	97	60	1	10	1	-	3	4
53	**General merchandise group stores**	**55**	**33**	**1**	**9**	**5**	**1**	**1**	**4**
531	Department stores (incl. leased depts.)[5 6]	37	24	-	6	3	1	1	2
531	Department stores (excl. leased depts.)[5]	37	24	-	6	3	1	1	2
533	Variety stores	10	6	1	-	-	-	-	1
539	Miscellaneous general merchandise stores	8	3	-	3	2	-	-	1
54	**Food stores[7]**	**344**	**219**	**5**	**34**	**6**	**1**	**3**	**13**
541	Grocery stores	227	132	2	25	2	1	1	9
55 ex. 554	**Automotive dealers**	**202**	**128**	**-**	**28**	**4**	**9**	**8**	**10**
554	**Gasoline service stations**	**343**	**190**	**1**	**46**	**2**	**2**	**3**	**11**
56	**Apparel and accessory stores**	**283**	**213**	**15**	**29**	**21**	**3**	**6**	**32**
561	Men's and boys' clothing and furnishings stores	35	30	2	1	1	-	1	2
562, 3, 8	Women's clothing and specialty stores and furriers	111	84	8	12	8	1	-	12
562	Women's ready-to-wear stores	99	72	5	12	8	1	-	12
565	Family clothing stores	28	21	2	3	2	-	1	2
566	Shoe stores	94	69	2	11	8	2	3	14
564, 9	Other apparel and accessory stores	15	9	1	2	2	-	1	2
57	**Furniture, home furnishings, and equipment stores**	**187**	**138**	**12**	**14**	**4**	**1**	**13**	**30**
5712	Furniture stores	38	29	2	2	1	-	3	6
5713, 4, 9	Home furnishing stores	61	44	6	3	-	-	3	9
572, 3	Household appliance, radio, television, and music stores	88	65	4	9	3	1	7	15
58	**Eating and drinking places**	**946**	**644**	**60**	**101**	**21**	**14**	**15**	**47**
5812	Eating places	643	427	42	73	15	12	11	39
5813	Drinking places	303	217	18	28	6	2	4	8
591	**Drug and proprietary stores**	**119**	**77**	**3**	**16**	**6**	**-**	**2**	**3**
59 ex. 591	**Miscellaneous retail stores[8]**	**582**	**408**	**37**	**71**	**30**	**4**	**20**	**32**
592	Liquor stores	68	50	1	4	2	1	1	2
594	Miscellaneous shopping goods stores[9]	227	155	16	29	13	2	4	15
5944	Jewelry stores	32	25	8	6	5	-	1	4
5947	Gift, novelty, and souvenir shops	40	29	3	3	2	-	-	3
5949	Sewing, needlework, and piece goods stores	26	17	-	4	1	-	-	2
5992	Florists	58	35	2	7	2	-	-	2

See footnotes at end of table.

Table 1. **Statistics by Kind of Business for Major Retail Centers, Central Business Districts, Cities With Central Business Districts, and the Standard Metropolitan Statistical Area: 1982**—Con.

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For descriptions of MRC and CBD boundaries, see appendix I]

SIC code	Kind of business	Major retail centers—Con.							
		No. 4	No. 5	No. 6	No. 7	No. 8	No. 9	No. 10	No. 11
	Retail stores[1 2 3]:								
	Number	87	58	209	66	33	67	77	57
	Sales ($1,000)	67 710	(D)	261 744	(D)	(D)	48 520	87 660	(D)
	Annual payroll ($1,000)	9 359	9 658	29 973	8 792	4 204	6 616	10 400	7 794
	Paid employees for pay period including March 12, 1982	1 268	1 238	3 956	1 074	559	943	1 281	1 018
	Retail stores (establishments with payroll)[2]:								
	Number	77	58	202	64	32	64	74	55
	Sales ($1,000)	66 973	85 030	261 495	68 385	30 906	47 852	87 591	56 752
54, 58, 591	**Convenience goods stores:**								
	Number	39	15	46	24	11	31	18	15
	Sales ($1,000)	(D)	6 842	(D)	26 640	10 254	25 974	40 122	24 451
53, 56, 57; 594	**Shopping goods stores (GAF)[4 5]:**								
	Number	16	28	126	27	12	18	39	28
	Sales ($1,000)	(D)	42 836	144 223	34 674	15 633	11 572	41 647	26 039
52, 55, 59, ex. 591, 4	**All other stores:**								
	Number	22	15	30	13	9	15	17	12
	Sales ($1,000)	13 960	35 352	(D)	7 071	5 019	10 306	5 822	6 262
	NUMBER OF ESTABLISHMENTS								
	Retail stores[1 2 3]	87	58	209	66	33	67	77	57
	Retail stores (establishments with payroll)[2]	77	58	202	64	32	64	74	55
52	**Building materials, hardware, garden supply, and mobile home dealers**	5	4	3	2	-	-	3	2
525	Hardware stores	-	1	1	-	-	-	1	1
52 ex. 525	Other	5	3	2	2	-	-	2	1
53	**General merchandise group stores**	2	4	4	3	2	2	4	2
531	Department stores (incl. leased depts.)[5 6]	2	3	4	1	2	1	3	2
531	Department stores (excl. leased depts.)[5]	2	3	4	1	2	1	3	2
533	Variety stores	-	1	-	1	-	1	-	-
539	Miscellaneous general merchandise stores	-	-	-	1	-	-	1	-
54	**Food stores[7]**	7	2	15	5	1	9	6	2
541	Grocery stores	4	1	5	2	1	4	3	1
55 ex. 554	**Automotive dealers**	5	4	9	3	4	5	2	2
554	**Gasoline service stations**	6	4	2	2	1	4	1	3
56	**Apparel and accessory stores**	4	12	71	7	4	2	13	6
561	Men's and boys' clothing and furnishings stores	-	1	11	2	-	-	2	1
562, 3, 8	Women's clothing and specialty stores and furriers	3	7	31	1	1	1	7	2
562	Women's ready-to-wear stores	3	7	26	1	1	1	7	2
565	Family clothing stores	-	-	9	1	-	-	2	-
566	Shoe stores	1	4	17	3	3	1	2	3
564, 9	Other apparel and accessory stores	-	-	3	-	-	-	-	-
57	**Furniture, home furnishings, and equipment stores**	6	6	15	9	2	6	11	12
5712	Furniture stores	-	-	2	2	-	1	3	2
5713, 4, 9	Home furnishing stores	1	1	6	4	1	3	2	6
572, 3	Household appliance, radio, television, and music stores	5	5	7	3	1	2	6	4
58	**Eating and drinking places**	29	12	27	17	9	21	10	11
5812	Eating places	22	11	22	12	8	17	9	9
5813	Drinking places	7	1	5	5	1	4	1	2
591	**Drug and proprietary stores**	3	1	4	2	1	1	2	2
59 ex. 591	**Miscellaneous retail stores[8]**	10	9	52	14	8	14	22	13
592	Liquor stores	1	-	1	1	2	3	-	-
594	Miscellaneous shopping goods stores[9]	4	6	36	8	4	8	11	8
5944	Jewelry stores	-	1	3	-	-	-	-	2
5947	Gift, novelty, and souvenir shops	1	1	10	-	1	1	3	3
5949	Sewing, needlework, and piece goods stores	1	-	4	3	-	2	3	-
5992	Florists	2	1	3	1	-	1	4	1

See footnotes at end of table.

Table 1. Statistics by Kind of Business for Major Retail Centers, Central Business Districts, Cities With Central Business Districts, and the Standard Metropolitan Statistical Area: 1982—Con.

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For descriptions of MRC and CBD boundaries, see appendix I]

SIC code	Kind of business	Major retail centers—Con.						
		No. 12	No. 13	No. 14	No. 15	No. 16	No. 17	No. 18
	Retail stores[1 2 3]:							
	Number	31	28	34	54	84	51	23
	Sales ($1,000)	(D)	13 832	(D)	60 678	(D)	(D)	(D)
	Annual payroll ($1,000)	3 786	2 045	3 990	6 542	10 756	5 264	5 253
	Paid employees for pay period including March 12, 1982	487	395	457	797	1 088	545	507
	Retail stores (establishments with payroll)[2]:							
	Number	30	25	32	47	80	46	21
	Sales ($1,000)	28 941	13 236	33 670	59 824	85 644	46 005	52 534
54, 58, 591	**Convenience goods stores:**							
	Number	15	11	15	23	37	13	6
	Sales ($1,000)	(D)	2 966	(D)	(D)	25 680	24 783	(D)
53, 56, 57; 594	**Shopping goods stores (GAF)[4 5]:**							
	Number	2	8	1	3	17	11	8
	Sales ($1,000)	(D)	8 300	(D)	(D)	8 655	7 697	7 733
52, 55, 59, ex. 591, 4	**All other stores:**							
	Number	13	6	16	21	26	22	7
	Sales ($1,000)	7 706	1 970	(D)	19 877	51 309	13 525	(D)
	NUMBER OF ESTABLISHMENTS							
	Retail stores[1 2 3]	31	28	34	54	84	51	23
	Retail stores (establishments with payroll)[2]	30	25	32	47	80	46	21
52	**Building materials, hardware, garden supply, and mobile home dealers**	3	1	3	6	5	7	2
525	Hardware stores	1	1	3	-	2	-	-
52 ex. 525	Other	2	-	-	6	3	7	2
53	**General merchandise group stores**	1	1	1	1	1	1	1
531	Department stores (incl. leased depts.)[5 6]	1	1	1	1	1	1	1
531	Department stores (excl. leased depts.)[5]	1	1	1	1	1	1	1
533	Variety stores	-	-	-	-	-	-	-
539	Miscellaneous general merchandise stores	-	-	-	-	-	-	-
54	**Food stores[7]**	4	3	6	9	11	5	3
541	Grocery stores	3	1	2	8	6	3	2
55 ex. 554	**Automotive dealers**	1	-	6	5	6	7	1
554	**Gasoline service stations**	6	3	3	8	9	6	2
56	**Apparel and accessory stores**	-	4	-	1	7	2	3
561	Men's and boys' clothing and furnishings stores	-	-	-	1	2	-	-
562, 3, 8	Women's clothing and specialty stores and furriers	-	2	-	-	1	1	1
562	Women's ready-to-wear stores	-	2	-	-	1	1	1
565	Family clothing stores	-	1	-	-	-	-	-
566	Shoe stores	-	1	-	-	4	1	2
564, 9	Other apparel and accessory stores	-	-	-	-	-	-	-
57	**Furniture, home furnishings, and equipment stores**	-	1	-	1	5	5	2
5712	Furniture stores	-	-	-	-	1	2	-
5713, 4, 9	Home furnishing stores	-	-	-	-	2	1	-
572, 3	Household appliance, radio, television, and music stores	-	1	-	1	2	2	2
58	**Eating and drinking places**	9	8	8	13	21	4	2
5812	Eating places	8	5	2	9	18	1	1
5813	Drinking places	1	3	6	4	3	(D)	1
591	**Drug and proprietary stores**	2	-	1	1	5	4	1
59 ex. 591	**Miscellaneous retail stores[8]**	4	4	4	2	10	5	4
592	Liquor stores	-	-	-	-	1	1	1
594	Miscellaneous shopping goods stores[9]	1	2	-	-	4	3	2
5944	Jewelry stores	-	-	-	-	-	-	-
5947	Gift, novelty, and souvenir shops	-	-	-	-	-	-	1
5949	Sewing, needlework, and piece goods stores	-	1	-	-	1	-	1
5992	Florists	-	1	1	1	1	-	-

[1]For all establishments, including those without payroll.
[2]Each kind-of-business classification includes leased departments classified in that kind of business as if they were separate establishments. Accordingly, data for leased departments are not consolidated with kind-of-business data for main stores in which they are located. For more information, see Comparability of 1977 and 1982 Censuses in appendix A.
[3]Excludes nonemployer direct sellers, SIC 5963.
[4]Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.
[5]Includes sales from catalog order desks located in department stores.
[6]Includes data for leased departments operated within department stores. Data for this line not included in higher level totals.
[7]May include data not covered by SIC 541.
[8]May include data not covered by SIC's 592, 594, and 5992.
[9]May include data not covered by SIC's 5944, 5947, and 5949.

Table 2. Statistics by Kind of Business for Central Business Districts in the Standard Metropolitan Statistical Area: 1982

[For meaning of abbreviations and symbols, see introductory text. For definition of terms "adjusted" and "unadjusted" and for indication of comparability of 1982 CBD data and 1977 CBD data, see Comparability of 1977 and 1982 Censuses in appendix A. For definition of SMSA, see appendix D. For comparative CBD sales statistics, 1977 and 1982, see appendix H. For description of CBD boundaries, see appendix I]

SIC code	Kind of business	Establishments		Sales		Annual payroll		First quarter payroll		Paid employees for pay period including March 12	
		Adjusted (number)	Unadjusted (number)	Adjusted ($1,000)	Unadjusted ($1,000)	Adjusted ($1,000)	Unadjusted ($1,000)	Adjusted ($1,000)	Unadjusted ($1,000)	Adjusted (number)	Unadjusted (number)
	OMAHA CBD										
	Retail stores[1 2 3]	168	168	60 482	59 212	10 493	10 393	2 648	2 620	1 518	1 509
	Retail stores (establishments with payroll)[2]	138	138	58 780	57 577	10 493	10 393	2 648	2 620	1 518	1 509
52	**Building materials, hardware, garden supply, and mobile home dealers**	4	4	2 130	2 130	240	240	69	69	22	22
525	Hardware stores	3	3	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
52 ex. 525	Other	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
53	**General merchandise group stores**	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
531	Department stores (incl. leased depts.)[4 5]	-	-	-	-	-	-	-	-	-	-
531	Department stores (excl. leased depts.)[4]	-	-	-	-	-	-	-	-	-	-
533	Variety stores	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores	-	-	-	-	-	-	-	-	-	-
54	**Food stores[6]**	5	5	479	477	85	83	20	19	13	13
541	Grocery stores	2	2	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
55 ex. 554	**Automotive dealers**	-	-	-	-	-	-	-	-	-	-
554	**Gasoline service stations**	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
56	**Apparel and accessory stores**	15	15	5 589	5 246	929	902	211	206	99	97
561	Men's and boys' clothing and furnishings stores	2	2	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers	8	8	2 413	2 199	328	314	82	79	44	42
562	Women's ready-to-wear stores	5	5	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
565	Family clothing stores	2	2	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
566	Shoe stores	2	2	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
57	**Furniture, home furnishings, and equipment stores**	12	12	8 684	8 500	1 182	1 172	266	263	127	125
5712	Furniture stores	2	2	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishing stores	6	6	5 738	5 595	836	828	192	190	79	77
572, 3	Household appliance, radio, television, and music stores	4	4	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
58	**Eating and drinking places**	60	60	17 250	17 250	4 904	4 904	1 160	1 160	984	984
5812	Eating places	42	42	15 088	15 088	4 516	4 516	1 065	1 065	888	888
5813	Drinking places	18	18	2 162	2 162	388	388	95	95	96	96
591	**Drug and proprietary stores**	3	3	749	749	173	173	41	41	19	19
59 ex. 591	**Miscellaneous retail stores[7]**	37	37	21 143	20 585	2 595	2 537	798	779	204	199
592	Liquor stores	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores[8]	16	16	15 334	15 095	1 412	1 392	479	471	107	104
5944	Jewelry stores	8	8	12 960	12 730	1 081	1 062	391	383	68	66
5947	Gift, novelty, and souvenir shops	3	3	249	240	28	27	8	8	12	11
5949	Sewing, needlework, and piece goods stores	-	-	-	-	-	-	-	-	-	-
5992	Florists	2	2	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)

See footnotes at end of table.

Table 2. Statistics by Kind of Business for Central Business Districts in the Standard Metropolitan Statistical Area: 1982—Con.

[For meaning of abbreviations and symbols, see introductory text. For definition of terms "adjusted" and "unadjusted" and for indication of comparability of 1982 CBD data and 1977 CBD data, see Comparability of 1977 and 1982 Censuses in appendix A. For definition of SMSA, see appendix D. For comparative CBD sales statistics, 1977 and 1982, see appendix H. For description of CBD boundaries, see appendix I]

SIC code	Kind of business	Establishments		Sales		Annual payroll		First quarter payroll		Paid employees for pay period including March 12	
		Adjusted (number)	Unadjusted (number)	Adjusted ($1,000)	Unadjusted ($1,000)	Adjusted ($1,000)	Unadjusted ($1,000)	Adjusted ($1,000)	Unadjusted ($1,000)	Adjusted (number)	Unadjusted (number)
	COUNCIL BLUFFS CBD										
	Retail stores[1 2 3]	108	105	45 752	44 803	7 164	7 041	1 791	1 751	969	944
	Retail stores (establishments with payroll)[2]	100	97	45 321	44 381	7 164	7 041	1 791	1 751	969	944
52	**Building materials, hardware, garden supply, and mobile home dealers**	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
525	Hardware stores	-	-	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
52 ex. 525	Other	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
53	**General merchandise group stores**	5	5	11 825	11 825	1 688	1 688	390	390	200	200
531	Department stores (incl. leased depts.)[4 5]	3	3	13 340	13 340	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)
531	Department stores (excl. leased depts.)[4]	3	3	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
533	Variety stores	-	-	-	-	-	-	-	-	-	-
539	Miscellaneous general merchandise stores	2	2	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
54	**Food stores[6]**	6	6	1 504	1 433	229	222	117	106	67	61
541	Grocery stores	2	2	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
55 ex. 554	**Automotive dealers**	4	4	2 779	2 663	536	518	131	125	29	28
554	**Gasoline service stations**	2	2	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
56	**Apparel and accessory stores**	21	21	6 818	6 818	1 028	1 028	256	256	123	123
561	Men's and boys' clothing and furnishings stores	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers	8	8	2 294	2 294	274	274	67	67	55	55
562	Women's ready-to-wear stores	8	8	2 294	2 294	274	274	67	67	55	55
565	Family clothing stores	2	2	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
566	Shoe stores	8	8	2 212	2 212	324	324	86	86	28	28
564, 9	Other apparel and accessory stores	2	2	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
57	**Furniture, home furnishings, and equipment stores**	4	4	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
5712	Furniture stores	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishing stores	-	-	-	-	-	-	-	-	-	-
572, 3	Household appliance, radio, television, and music stores	3	3	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
58	**Eating and drinking places**	21	20	4 276	3 977	1 276	1 235	322	307	251	241
5812	Eating places	15	15	3 836	3 671	1 201	1 169	304	292	240	231
5813	Drinking places	6	5	440	306	75	66	18	15	11	10
591	**Drug and proprietary stores**	6	6	7 180	7 180	836	836	196	196	79	79
59 ex. 591	**Miscellaneous retail stores[7]**	30	28	8 242	7 914	1 203	1 151	283	275	173	165
592	Liquor stores	2	2	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores[8]	13	12	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
5944	Jewelry stores	5	5	1 536	1 536	265	265	63	63	33	33
5947	Gift, novelty, and souvenir shops	2	2	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
5949	Sewing, needlework, and piece goods stores	1	1	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)
5992	Florists	2	2	(D)	(D)	(D)	(D)	(D)	(D)	(D)	(D)

[1]For all establishments, including those without payroll.
[2]Each kind-of-business classification includes leased departments classified in that kind of business as if they were separate establishments. Accordingly, data for leased departments are not consolidated with kind-of-business data for main stores in which they are located. For more information, see Comparability of 1977 and 1982 Censuses in appendix A.
[3]Excludes nonemployer direct sellers, SIC 5963.
[4]Includes sales from catalog order desks located in department stores.
[5]Includes data for leased departments operated within department stores. Data for this line not included in higher level totals.
[6]May include data not covered by SIC 541.
[7]May include data not covered by SIC's 592, 594, and 5992.
[8]May include data not covered by SIC's 5944, 5947, and 5949.

Table 3. Statistics by Selected Kind of Business for Major Retail Centers in the Standard Metropolitan Statistical Area: 1982

[Data for kind-of-business detail may not add to broader kind-of-business totals. Only those kinds of business without suppressed data are shown. In some instances, however, kinds of business for which data are suppressed are included to indicate their relationship to component kinds of business. For meaning of abbreviations and symbols, see introductory text. For definitions of SMSA, see appendix D. For description of MRC boundaries, see appendix I]

SIC code	Kind of business	Establishments (number)	Sales ($1,000)	Annual payroll ($1,000)	First quarter payroll ($1,000)	Paid employees for pay period including March 12 (number)
	MRC NO. 1					
	Retail stores[1 2 3]	36	(D)	8 049	1 780	736
	Retail stores (establishments with payroll)[2]	35	72 352	8 049	1 780	736
55 ex. 554	**Automotive dealers**	9	50 127	5 036	1 075	246
58	**Eating and drinking places**	14	5 938	1 415	328	289
59 ex. 591	**Miscellaneous retail stores**	4	1 252	102	26	10
	MRC NO. 2					
	Retail stores[1 2 3]	85	43 347	7 300	1 722	917
	Retail stores (establishments with payroll)[2]	76	42 770	7 300	1 722	917
52	**Building materials, hardware, garden supply, and mobile home dealers**	5	2 658	444	145	32
55 ex. 554	**Automotive dealers**	8	5 155	669	158	59
554	**Gasoline service stations**	3	2 563	91	24	15
56	**Apparel and accessory stores**	6	5 052	641	144	82
57	**Furniture, home furnishings, and equipment stores**	13	5 984	867	201	74
572, 3	Household appliance, radio, television, and music stores	7	2 686	445	102	33
58	**Eating and drinking places**	15	4 856	1 325	316	278
5812	Eating places	11	4 621	1 267	303	269
5813	Drinking places	4	235	58	13	9
	MRC NO. 3					
	Retail stores[1 2 3]	193	317 675	40 701	10 187	4 420
	Retail stores (establishments with payroll)[2]	187	317 505	40 701	10 187	4 420
54	**Food stores**	13	34 898	3 032	703	304
541	Grocery stores	9	34 455	2 864	666	280
55 ex. 554	**Automotive dealers**	10	26 794	3 352	749	173
554	**Gasoline service stations**	11	12 518	629	144	56
56	**Apparel and accessory stores**	32	19 290	3 195	752	433
562, 3, 8	Women's clothing and specialty stores and furriers	12	10 328	1 520	394	261
566	Shoe stores	14	4 743	800	200	99
57	**Furniture, home furnishings, and equipment stores**	30	114 761	11 891	3 509	717
572, 3	Household appliance, radio, television, and music stores	15	11 642	1 558	392	140
58	**Eating and drinking places**	47	29 830	8 076	1 912	1 624
5812	Eating places	39	27 517	7 546	1 783	1 516
5813	Drinking places	8	2 313	530	129	108
591	**Drug and proprietary stores**	3	3 176	404	96	59
59 ex. 591	**Miscellaneous retail stores**	32	15 733	2 720	636	253
594	Miscellaneous shopping goods stores	15	(D)	(D)	(D)	(D)
5944	Jewelry stores	4	1 952	337	75	30
5947	Gift, novelty, and souvenir shops	3	254	72	8	6

See footnotes at end of table.

Table 3. Statistics by Selected Kind of Business for Major Retail Centers in the Standard Metropolitan Statistical Area: 1982—Con.

[Data for kind-of-business detail may not add to broader kind-of-business totals. Only those kinds of business without suppressed data are shown. In some instances, however, kinds of business for which data are suppressed are included to indicate their relationship to component kinds of business. For meaning of abbreviations and symbols, see introductory text. For definitions of SMSA, see appendix D. For description of MRC boundaries, see appendix I]

SIC code	Kind of business	Establishments (number)	Sales ($1,000)	Annual payroll ($1,000)	First quarter payroll ($1,000)	Paid employees for pay period including March 12 (number)
	MRC NO. 4					
	Retail stores[1 2 3]	87	67 710	9 359	2 212	1 268
	Retail stores (establishments with payroll)[2]	77	66 973	9 359	2 212	1 268
52	**Building materials, hardware, garden supply, and mobile home dealers**	5	3 971	722	176	48
52 ex. 525	Other	5	3 971	722	176	48
54	**Food stores**	7	20 488	2 613	607	245
541	Grocery stores	4	19 655	2 403	561	211
55 ex. 554	**Automotive dealers**	5	2 759	468	117	28
554	**Gasoline service stations**	6	5 557	183	49	18
56	**Apparel and accessory stores**	4	660	62	22	18
57	**Furniture, home furnishings, and equipment stores**	6	1 525	180	47	18
58	**Eating and drinking places**	29	9 600	2 548	619	538
5812	Eating places	22	8 924	2 414	583	509
5813	Drinking places	7	676	134	36	29
59 ex. 591	**Miscellaneous retail stores**	10	2 186	515	121	72
594	Miscellaneous shopping goods stores	4	513	59	15	15
	MRC NO. 5					
	Retail stores[1 2 3]	58	(D)	9 658	2 353	1 238
	Retail stores (establishments with payroll)[2]	58	85 030	9 658	2 353	1 238
53	**General merchandise group stores**	4	31 275	4 107	938	486
531	Department stores (incl. leased depts.)[4 5]	3	31 187	(NA)	(NA)	(NA)
554	**Gasoline service stations**	4	4 273	191	40	22
56	**Apparel and accessory stores**	12	6 417	966	232	136
562, 3, 8	Women's clothing and specialty stores and furriers	7	4 740	765	185	106
562	Women's ready-to-wear stores	7	4 740	765	185	106
57	**Furniture, home furnishings, and equipment stores**	6	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores	5	2 339	462	131	51
58	**Eating and drinking places**	12	4 782	1 244	292	278
59 ex. 591	**Miscellaneous retail stores**	9	3 383	518	128	88
	MRC NO. 6					
	Retail stores[1 2 3]	209	261 744	29 973	7 218	3 956
	Retail stores (establishments with payroll)[2]	202	261 495	29 973	7 218	3 956
52	**Building materials, hardware, garden supply, and mobile home dealers**	3	1 605	183	33	17
53	**General merchandise group stores**	4	74 438	8 068	1 827	1 201
531	Department stores (excl. leased depts.)[4]	4	74 438	8 068	1 827	1 201
54	**Food stores**	15	7 307	935	220	134
541	Grocery stores	5	5 140	595	132	54
55 ex. 554	**Automotive dealers**	9	82 275	6 396	1 598	392
56	**Apparel and accessory stores**	71	46 505	6 041	1 477	775
561	Men's and boys' clothing and furnishings stores	11	8 183	1 185	275	114
562, 3, 8	Women's clothing and specialty stores and furriers	31	17 652	1 937	460	331
562	Women's ready-to-wear stores	26	16 473	1 755	417	304
565	Family clothing stores	9	10 303	1 386	371	166
566	Shoe stores	17	8 668	1 236	278	124
564, 9	Other apparel and accessory stores	3	1 699	297	93	40
57	**Furniture, home furnishings, and equipment stores**	15	6 100	881	217	90
572, 3	Household appliance, radio, television, and music stores	7	3 186	392	97	30
58	**Eating and drinking places**	27	16 139	4 183	1 038	870
5812	Eating places	22	15 126	3 976	983	823
5813	Drinking places	5	1 013	207	55	47

See footnotes at end of table.

Table 3. Statistics by Selected Kind of Business for Major Retail Centers in the Standard Metropolitan Statistical Area: 1982—Con.

[Data for kind-of-business detail may not add to broader kind-of-business totals. Only those kinds of business without suppressed data are shown. In some instances, however, kinds of business for which data are suppressed are included to indicate their relationship to component kinds of business. For meaning of abbreviations and symbols, see introductory text. For definitions of SMSA, see appendix D. For description of MRC boundaries, see appendix I]

SIC code	Kind of business	Establishments (number)	Sales ($1,000)	Annual payroll ($1,000)	First quarter payroll ($1,000)	Paid employees for pay period including March 12 (number)
	MRC NO. 6—Con.					
59 ex. 591	**Miscellaneous retail stores**	52	21 236	2 769	682	414
594	Miscellaneous shopping goods stores	36	17 180	2 103	512	325
5944	Jewelry stores	3	3 559	508	116	45
5947	Gift, novelty, and souvenir shops	10	3 830	543	123	96
5949	Sewing, needlework, and piece goods stores	4	2 109	219	57	49
5992	Florists	3	701	201	48	28
	MRC NO. 7					
	Retail stores[1 2 3]	66	(D)	8 792	2 180	1 074
	Retail stores (establishments with payroll)[2]	64	68 385	8 792	2 180	1 074
53	**General merchandise group stores**	3	21 117	1 803	396	208
55 ex. 554	**Automotive dealers**	3	1 395	280	66	25
56	**Apparel and accessory stores**	7	3 511	387	87	47
566	Shoe stores	3	795	74	22	11
57	**Furniture, home furnishings, and equipment stores**	9	5 073	921	205	59
5713, 4, 9	Home furnishing stores	4	3 369	732	162	45
58	**Eating and drinking places**	17	5 809	1 382	308	307
5812	Eating places	12	4 495	1 118	249	258
5813	Drinking places	5	1 314	264	59	49
59 ex. 591	**Miscellaneous retail stores**	14	7 400	1 095	323	153
594	Miscellaneous shopping goods stores	8	4 973	546	132	69
5949	Sewing, needlework, and piece goods stores	3	2 935	352	88	45
	MRC NO. 8					
	Retail stores[1 2 3]	33	(D)	4 204	1 127	559
	Retail stores (establishments with payroll)[2]	32	30 906	4 204	1 127	559
55 ex. 554	**Automotive dealers**	4	3 281	447	108	31
58	**Apparel and accessory stores**	4	1 420	179	44	19
58	**Eating and drinking places**	9	1 909	432	121	117
59 ex. 591	**Miscellaneous retail stores**	8	2 280	239	61	31
	MRC NO. 9					
	Retail stores[1 2 3]	67	48 520	6 616	1 564	943
	Retail stores (establishments with payroll)[2]	64	47 852	6 616	1 564	943
55 ex. 554	**Automotive dealers**	5	6 818	396	91	31
554	**Gasoline service stations**	4	2 338	196	48	25
57	**Furniture, home furnishings, and equipment stores**	6	1 731	298	64	33
5713, 4, 9	Home furnishing stores	3	813	151	32	21
58	**Eating and drinking places**	21	8 762	2 197	495	409
5812	Eating places	17	8 019	2 038	463	379
5813	Drinking places	4	743	159	32	30
59 ex. 591	**Miscellaneous retail stores**	14	3 018	387	90	51
594	Miscellaneous shopping goods stores	8	1 868	262	65	35

See footnotes at end of table.

Table 3. Statistics by Selected Kind of Business for Major Retail Centers in the Standard Metropolitan Statistical Area: 1982—Con.

[Data for kind-of-business detail may not add to broader kind-of-business totals. Only those kinds of business without suppressed data are shown. In some instances, however, kinds of business for which data are suppressed are included to indicate their relationship to component kinds of business. For meaning of abbreviations and symbols, see introductory text. For definitions of SMSA, see appendix D. For description of MRC boundaries, see appendix I]

SIC code	Kind of business	Establishments (number)	Sales ($1,000)	Annual payroll ($1,000)	First quarter payroll ($1,000)	Paid employees for pay period including March 12 (number)
	MRC NO. 10					
	Retail stores[1 2 3]	77	87 660	10 400	2 454	1 281
	Retail stores (establishments with payroll)[2]	74	87 591	10 400	2 454	1 281
53	**General merchandise group stores**	4	27 897	2 443	513	340
56	**Apparel and accessory stores**	13	6 385	803	185	113
562, 3, 8	Women's clothing and specialty stores and furriers	7	2 110	324	60	47
562	Women's ready-to-wear stores	7	2 110	324	60	47
57	**Furniture, home furnishings, and equipment stores**	11	4 143	587	154	71
572, 3	Household appliance, radio, television, and music stores	6	2 926	352	81	40
58	**Eating and drinking places**	10	4 728	1 080	256	256
59 ex. 591	**Miscellaneous retail stores**	22	5 679	885	182	115
594	Miscellaneous shopping goods stores	11	3 222	555	98	73
5947	Gift, novelty, and souvenir shops	3	947	272	39	32
5949	Sewing, needlework, and piece goods stores	3	882	106	27	23
5992	Florists	4	451	76	19	17
	MRC NO. 11					
	Retail stores[1 2 3]	57	(D)	7 794	2 057	1 018
	Retail stores (establishments with payroll)[2]	55	56 752	7 794	2 057	1 018
554	**Gasoline service stations**	3	3 399	261	58	22
56	**Apparel and accessory stores**	6	3 538	365	82	35
566	Shoe stores	3	786	102	24	10
57	**Furniture, home furnishings, and equipment stores**	12	4 639	649	150	54
5713, 4, 9	Home furnishing stores	6	3 122	422	99	34
58	**Eating and drinking places**	11	3 618	1 163	291	297
59 ex. 591	**Miscellaneous retail stores**	13	2 327	385	88	51
	MRC NO. 12					
	Retail stores[1 2 3]	31	(D)	3 786	920	487
	Retail stores (establishments with payroll)[2]	30	28 941	3 786	920	487
52	**Building materials, hardware, garden supply, and mobile home dealers**	3	1 176	240	51	22
54	**Food stores**	4	11 755	1 371	332	109
554	**Gasoline service stations**	6	5 506	139	33	21
58	**Eating and drinking places**	9	2 621	954	225	184
59 ex. 591	**Miscellaneous retail stores**	4	908	166	54	26
	MRC NO. 13					
	Retail stores[1 2 3]	28	13 832	2 045	542	395
	Retail stores (establishments with payroll)[2]	25	13 236	2 045	542	395
54	**Food stores**	3	846	86	17	20
56	**Apparel and accessory stores**	4	811	117	26	19
58	**Eating and drinking places**	8	2 120	605	173	120
5812	Eating places	5	1 684	512	148	107
5813	Drinking places	3	436	93	25	13
59 ex. 591	**Miscellaneous retail stores**	4	1 066	192	42	43

See footnotes at end of table.

Table 3. Statistics by Selected Kind of Business for Major Retail Centers in the Standard Metropolitan Statistical Area: 1982—Con.

[Data for kind-of-business detail may not add to broader kind-of-business totals. Only those kinds of business without suppressed data are shown. In some instances, however, kinds of business for which data are suppressed are included to indicate their relationship to component kinds of business. For meaning of abbreviations and symbols, see introductory text. For definitions of SMSA, see appendix D. For description of MRC boundaries, see appendix I]

SIC code	Kind of business	Establishments (number)	Sales ($1,000)	Annual payroll ($1,000)	First quarter payroll ($1,000)	Paid employees for pay period including March 12 (number)
	MRC NO. 14					
	Retail stores[1 2 3]	34	(D)	3 990	904	457
	Retail stores (establishments with payroll)[2]	32	33 670	3 990	904	457
52	**Building materials, hardware, garden supply, and mobile home dealers**	3	978	139	26	18
525	Hardware stores	3	978	139	26	18
55 ex. 554	**Automotive dealers**	6	6 066	478	127	39
554	**Gasoline service stations**	3	2 025	74	17	12
58	**Eating and drinking places**	8	1 648	434	104	91
	MRC NO. 15					
	Retail stores[1 2 3]	54	60 678	6 542	1 544	797
	Retail stores (establishments with payroll)[2]	47	59 824	6 542	1 544	797
52	**Building materials, hardware, garden supply, and mobile home dealers**	6	6 200	840	219	70
52 ex. 525	Other	6	6 200	840	219	70
54	**Food stores**	9	13 005	1 268	312	127
554	**Gasoline service stations**	8	7 526	354	110	47
58	**Eating and drinking places**	13	7 080	1 497	350	270
5812	Eating places	9	6 138	1 351	316	232
5813	Drinking places	4	942	146	34	38
	MRC NO. 16					
	Retail stores[1 2 3]	84	(D)	10 756	2 430	1 088
	Retail stores (establishments with payroll)[2]	80	85 644	10 756	2 430	1 088
54	**Food stores**	11	16 301	1 913	439	175
541	Grocery stores	6	15 061	1 743	402	138
554	**Gasoline service stations**	9	10 528	573	119	53
56	**Apparel and accessory stores**	7	2 813	525	142	53
566	Shoe stores	4	800	91	27	20
58	**Eating and drinking places**	21	6 182	1 500	271	279
5812	Eating places	18	5 659	1 457	262	269
5813	Drinking places	3	523	43	9	10
591	**Drug and proprietary stores**	5	3 197	418	95	58
59 ex. 591	**Miscellaneous retail stores**	10	3 671	509	147	85
594	Miscellaneous shopping goods stores	4	1 430	198	42	30
	MRC NO. 17					
	Retail stores[1 2 3]	51	(D)	5 264	1 263	545
	Retail stores (establishments with payroll)[2]	46	46 005	5 264	1 263	545
52	**Building materials, hardware, garden supply, and mobile home dealers**	7	2 099	308	58	26
52 ex. 525	Other	7	2 099	308	58	26
55 ex. 554	**Automotive dealers**	7	5 036	445	89	36
57	**Furniture, home furnishings, and equipment stores**	5	848	123	31	19
58	**Eating and drinking places**	4	(D)	(D)	(D)	(D)
5813	Drinking places	3	625	119	28	18
591	**Drug and proprietary stores**	4	2 474	292	64	52
59 ex. 591	**Miscellaneous retail stores**	5	1 884	235	53	25

See footnotes at end of table.

Table 3. Statistics by Selected Kind of Business for Major Retail Centers in the Standard Metropolitan Statistical Area: 1982—Con.

[Data for kind-of-business detail may not add to broader kind-of-business totals. Only those kinds of business without suppressed data are shown. In some instances, however, kinds of business for which data are suppressed are included to indicate their relationship to component kinds of business. For meaning of abbreviations and symbols, see introductory text. For definitions of SMSA, see appendix D. For description of MRC boundaries, see appendix I]

SIC code	Kind of business	Establishments (number)	Sales ($1,000)	Annual payroll ($1,000)	First quarter payroll ($1,000)	Paid employees for pay period including March 12 (number)
	MRC NO. 18					
	Retail stores[1 2 3]	**23**	**(D)**	**5 253**	**1 250**	**507**
	Retail stores (establishments with payroll)[2]	**21**	**52 534**	**5 253**	**1 250**	**507**
56	**Apparel and accessory stores**	**3**	**618**	**89**	**20**	**14**
59 ex. 591	**Miscellaneous retail stores**	**4**	**1 372**	**174**	**39**	**32**

[1]For all establishments, including those without payroll.
[2]Each kind-of-business classification includes leased departments classified in that kind of business as if they were separate establishments. Accordingly, data for leased departments are not consolidated with kind-of-business data for main stores in which they are located. For more information, see Comparability of 1977 and 1982 Censuses in appendix A.
[3]Excludes nonemployer direct sellers, SIC 5963.
[4]Includes sales from catalog order desks located in department stores.
[5]Includes data for leased departments operated within department stores. Data for this line not included in higher level totals.

APPENDIX A.
General Explanation

CENSUS COVERAGE AND METHODOLOGY

Structure and method of enumeration—Firms in the 1982 Census of Retail Trade were divided into the nonmail universe and mail universe. The coverage and the method of obtaining census information from each follow:

1. The nonmail universe consists of firms which were not required to file a regular census return and includes:

   a. All nonemployers, i.e., all firms with no paid employees during 1982. Sales information for them was obtained from administrative records of other Federal agencies. Although consisting of a large number of firms, nonemployers account for less than 5 percent of total retail sales.

      The census included only those retail nonemployer firms which reported a sales volume of $1,000 or more during 1982 plus firms in operation for less than the full year that reported sales which, if projected to an annual basis, would have reached a total of $1,000 or more. This change in qualifications for the 1982 census is described in the Comparability of the 1977 and 1982 Censuses section below.

   b. Selected small employers, i.e., single-establishment firms with payroll below a specified cutoff. (The term "employers" refers to all business firms with paid employees at any time during 1982 as shown in the active administrative records of other Federal agencies.) Although the payroll cutoff varied by kind of business, small employers generally included firms with one to three employees and represented about 10 percent of total retail sales.

      Data on sales, payroll, and employment for employer firms below the cutoff were derived or estimated from the administrative records of other Federal agencies, except for a 10-percent sample which was included in the mail universe.

2. The mail universe consists of firms for which information was obtained basically by means of a mail canvass and includes:

   a. Large employers, i.e., all employer firms above the payroll size cutoff established to separate large from small employers. Within this category, a report of company organization is conducted periodically to identify firms which operated establishments at more than one location and to obtain information on payroll and mid-March employment at each location. The 1981 Report of Company Organization was used as a coverage check in the census. In the census mailing package containing the appropriate 1982 questionnaires, firms were sent a form to use in updating the list of establishments with those opened since 1981.

   b. The 10-percent sample of small employers referred to in section 1b above which were sent the census mailing packages containing the appropriate 1982 questionnaires.

Method of classifying kinds of business—The retail trade classifications for all establishments were based on the Standard Industrial Classification (SIC) Manual.[1] However, the method of assigning these classifications, and the level of detail at which establishments were classified, differed between the nonmail and mail universes as follows:

1. The nonmail universe.

   a. All nonemployers were classified inside or outside of retail trade on the basis of information obtained from other Federal agencies. Data are not provided for nonemployers by kind of business as planned for 1982 because a substantial number of the nonemployer records, obtained from the Internal Revenue Service (IRS), were miscoded by the IRS into miscellaneous categories rather than being classified in the specific kind of business.

   b. Selected small employers were classified on the basis of the most current census kind-of-business classification available from one of the Bureau's current sample surveys or the 1977 census. Otherwise, the classification was obtained from the administrative records of other Federal agencies.

      If the census or administrative record classifications proved inadequate (none corresponded to a census classification in the detail required for employers), the firm was sent a brief inquiry requesting information necessary to assign a 1982 census kind-of-business code.

2. Establishments in the mail universe were classified on the basis of their self designation and answers to questions on sales by merchandise lines and other special inquiries.

COMPARABILITY OF THE 1977 AND 1982 CENSUSES

The 1977 and 1982 censuses were conducted under similar conditions and procedures except for the following:

Geographic areas—The boundaries of a number of areas for which data are shown in the 1982 census are not the same as in the 1977 census because of annexations, other boundary changes, redefinitions of SMSA's, and changes in qualifying criteria since 1977.

Also, improved methods, used in the 1982 census for determining the proper geographic areas into which businesses are tabulated within a given county, resulted in a number of businesses that were not tabulated as part of the "remainder of county" statistics in previous censuses being included within the "remainder of county" for 1982.

Leased departments—In 1977 and in prior censuses, data for leased departments were consolidated with the data for stores

[1] **Standard Industrial Classification Manual: 1972.** For sale by Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402. Stock No. 041-001-00066-6. **1977 Supplement.** Stock No. 003-005-00176-0.

in which they were located. In the 1982 census, each leased department was treated as a separate establishment and was classified according to the kind of business it conducted. For example, in the 1977 reports, data for a leased department selling shoes were included in the kind-of-business statistics of the lessor store. For the 1982 reports, however, a leased department selling shoes would be considered a separate retail establishment under the "shoe store" classification. It should also be noted that in the 1982 classifications (with the exception of department stores for which leased department data are recognized for classification purposes), the procedure which separated the leased department from the main store might have affected the kind-of-business code assigned to a relatively small number of main stores, because the coding procedure did not take into account the lines of merchandise carried by the leased department.

Due to the relatively high level of leased department activity in department stores, department store sales summaries for 1982 have been separately presented for the following classifications:

Department stores (incl. leased depts.)
Department stores (excl. leased depts.)

Nonemployer firms—In 1977, the census included any retail nonemployer firm which reported a sales volume of $2,500 or more, plus firms in operation for less than the full year that reported sales which, if projected to an annual basis, would have reached a total of $2,500 or more. In the 1982 census, nonemployer firms are included if, on an annual basis, they reported a sales volume of at least $1,000. This change was made so that establishments will be included in the retail census based on the same criterion used for including establishments in the other economic censuses, i.e., $1,000. Had the 1982 criterion been applied in the 1977 Census of Retail Trade, an additional 62,000 nonemployers with sales of $120.6 million would have been included.

In 1977 and prior censuses, the combined data for all establishments (nonemployer firms plus establishments of employer firms) were presented for selected kind-of-business classifications, including all 2-digit major industry groups. For these censuses, data for nonemployer firms were obtained from administrative records of the Internal Revenue Service (IRS) based on business tax returns. For 1982, data for nonemployers and the combined data for all establishments are presented only at the retail trade total level for all geographic areas. These data could not be published by kind of business as planned because many businesses were miscoded by the IRS into various miscellaneous categories rather than in the specific kind of business. As a result, when the IRS supplied the Bureau of the Census with the kind-of-business codes derived from information reported by businesses for 1982 on IRS form 1040, schedule C, the Bureau found that there were proportionately far more businesses classified in miscellaneous categories for 1982 than for 1977. The Bureau of the Census and the IRS are taking steps to ensure that data can be published for all establishments by kind of business in the 1987 and subsequent censuses.

Central business districts—In 1982, two sets of kind-of-business data are provided for central business districts (CBD's): "adjusted" and "unadjusted." In the 1977 reports, only unadjusted data were provided. Unadjusted CBD data refer to the summation of data for those establishments which could be identified, based on address, as being in the CBD. However, some records, particularly those of small establishments for which information is derived from administrative records of other Federal agencies, have addresses that are inadequate for determining if they are in the CBD.

Therefore, for 1982 the Bureau proportionately allocated data to the CBD for establishments for which address records were inadequate to determine if they were inside or outside the CBD. The resulting "adjusted" data provide more realistic estimates of retail trade in each CBD. The adjustment process allocated data for the establishments that could not be coded in each CBD city to either "inside" or "outside" the CBD in the same ratio as the associated data for establishments with addresses that could be coded. The adjustment process was separately applied to each data item (number of establishments, sales, annual payroll, and number of employees) for each kind-of-business level for which data are presented for each CBD.

The 1977 CBD statistics and the 1982 "unadjusted" statistics are based on comparable procedures and are believed to be directly comparable. The 1982 "unadjusted" statistics are shown to provide a means of comparing 1977 and 1982 CBD data and to provide measures (the differences between the adjusted and unadjusted data) of the estimation for establishments with inadequate addresses.

Nonstore retailers (SIC 596)—Although nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments) were included in the 1977 Census of Retail Trade, data for nonstore retailers were excluded from the Major Retail Centers reports. For 1982, nonstore retailers are also included in the Major Retail Centers reports. Nonstore retailers account for a negligible portion of total retail trade in most MRC's and CBD's.

EXPLANATION OF TERMS

Establishments—An establishment is a single physical location at which business is conducted. It is not necessarily identical with a company or enterprise, which may consist of one establishment or more. Census of retail trade figures represent a summary of reports for individual establishments rather than companies. For cases where a census report was received, separate information was obtained for each location where business was conducted. When administrative records of other Federal agencies were used instead of a census report, no information was available on the number of locations operated. Estimates of this number were derived from a sample and will be provided in the retail trade report, Miscellaneous Subjects, RC82-I-4. Each retail establishment was tabulated according to the physical location at which the business was conducted. The count of establishments in this publication represents the number in business at the end of the year.

A comparison of the number of establishments in business at the end of the year versus the number active any time during the year for the United States as a whole is presented for establishments with payroll, by kind-of-business group, and for all establishments, only for total retail trade, in appendix G of the United States Summary report of the Geographic Area series, RC82-A-52.

When two activities or more were carried on at a single location under a single ownership, all activities generally were

grouped together as a single establishment. The entire establishment was classified on the basis of its major activity and all data for it were included in that classification. However, when distinct and separate economic activities (for which different industry classification codes were appropriate) were conducted under the same ownership at a single location, and when conditions prescribed by the SIC manual for recognizing the existence of more than one establishment were met, separate establishment reports for each of the different activities were obtained in the census.

Firms—A firm is a business organization or entity consisting of one domestic establishment (location) or more under common ownership or control. For economic census purposes, the terms firm and company are synonymous.

Sales—Sales include merchandise sold for cash or credit at retail and wholesale by establishments primarily engaged in retail trade; amounts received from customers for layaway purchases; receipts from rental or leasing of vehicles, equipment, instruments, tools, etc.; receipts for delivery, installation, maintenance, repair, alteration, storage, and other services; and gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed on to the retailer.

Sales are net after deductions for refunds and allowances for merchandise returned by customers. Trade-in allowances are not deducted from total sales. Total sales do not include carrying or other credit charges; sales (or other) taxes collected from customers and forwarded to taxing authorities; commissions from vending machine operators; and nonoperating income from such sources as investments, rental or sale of real estate, etc.

Sales in this report do not include retail sales made by manufacturers, wholesalers, service establishments, or other businesses whose primary activity is other than retail trade. They do include receipts other than from the sale of merchandise at retail, e.g., service receipts, sales to industrial users, and sales to other retailers, by establishments primarily engaged in retail trade.

Although the count of establishments in this report represents the number in business at the end of the year, the sales figures include sales of all establishments in business at any time during the year.

Annual payroll—Payroll includes all forms of compensation, such as salaries, wages, commissions, bonuses, vacation allowances, sick leave pay, and the value of payments in kind (e.g., free meals and lodgings), paid during the year to all employees. Tips and gratuities received by employees from patrons and reported to employers are included. For corporations, it includes amounts paid to officers and executives; for unincorporated businesses, it does not include profit or other compensation of proprietors or partners. Payroll is reported before deductions for social security, income tax, insurance, union dues, etc. This definition of payroll is the same as that used by the IRS on form 941.

First quarter payroll—This item consists of payroll, as defined above, paid to persons employed at any time during the quarter January to March 1982.

Paid employees for pay period including March 12—Paid employees consist of the full-time and part-time employees, including salaried officers and executives of corporations, who were on the payroll in the pay period including March 12. Included are employees on paid sick leave, paid holidays, and paid vacations; not included are proprietors and partners of unincorporated businesses. The definition of paid employees is the same as that used on IRS form 941.

Auxiliary establishments—Each company included in this census was asked to identify and report separately those auxiliary locations whose primary functions were to manage, administer, service, or support the activities of the other establishments of the company. Data for auxiliaries which primarily service retail establishments are presented for selected industrial classifications in tables included in the United States Summary report of the Geographic Area series, RC82-A-52. Data for auxiliaries are presented for more detailed industry breakdowns in a subsequent report issued as part of the 1982 Enterprise Statistics reports.

ALL ESTABLISHMENTS VERSUS ESTABLISHMENTS WITH PAYROLL

The tables in this report present data for two major categories of establishments: All establishments and establishments with payroll.

Table 3. Statistics by Selected Kind of Business for Major Retail Centers in the Standard Metropolitan Statistical Area: 1982

[Data for kind-of-business detail may not add to broader kind-of-business totals. Only those kinds of business without suppressed data are shown. In some instances, however, kinds of business for which data are suppressed are included to indicate their relationship to component kinds of business. For meaning of abbreviations and symbols, see introductory text. For definitions of SMSA, see appendix D. For description of MRC boundaries, see appendix I]

SIC code	Kind of business	Establishments (number)	Sales ($1,000)	Annual payroll ($1,000)	First quarter payroll ($1,000)	Paid employees for pay period including March 12 (number)
	MRC NO. X					
	Retail stores[1 2 3]	130	73 530	9 853	2 683	1 003
	Retail stores (establishments with payroll)[2]	117	71 810	9 853	2 683	1 003

The term "all establishments" includes those without payroll ("mom and pop" operators) and those with payroll. The number and sales of establishments without payroll is determined by subtracting data for establishments with payroll from data for all establishments.

As shown in the table on the previous page:

130	(Number of total establishments)
-117	(Number of establishments with payroll)
13	(Number of establishments without payroll)

The sales of the 13 establishments is $1,720 (000).

As explained in the "Comparability of 1977 and 1982 Censuses," data are shown by kind of business only for establishments with payroll.

KIND-OF-BUSINESS CLASSIFICATIONS

Retail trade, major groups 52 through 59 in the 1972 SIC manual, includes establishments engaged in selling merchandise for personal or household consumption and in rendering services incidental to the sale of the goods. Exceptions are necessitated by trade practices. For example, lumber yards and paint, glass, and wallpaper stores are included in retail trade if they sell to the general public, even if a higher proportion of their sales is made to contractors. Establishments engaged in selling products to the general public from displayed merchandise, such as typewriters, stationery, or gasoline, are classified in retail trade even though such products may not be used for personal or household consumption. However, establishments that sell exclusively to business establishments, institutional and industrial users, or contractors are classified in wholesale trade.

Other important characteristics of retail trade establishments are that they are usually fixed places of business; they are engaged in activities to attract the general public to buy; they buy or receive as well as sell merchandise; they may process their products, although processing is incidental or subordinate to selling; and they are considered as retail in the trade. Not all of these characteristics need be present and some are modified by trade practice.

Establishments covered by the census were assigned kind-of-business classifications according to the industry classifications defined in the 1972 SIC manual. When a more detailed classification was needed than that defined in the SIC manual, more kinds of business were identified within an SIC.

In general, retail establishments were classified according to the principal lines of commodities sold (groceries, hardware, etc.), or the usual trade designation (drug store, cigar store, etc.).

Kind-of-business classifications are not interchangeable with commodity classifications; most businesses sell several kinds of commodities. The kind-of-business code generally reflects either the individual commodity or the commodity group which is the primary source of the establishment's business. Thus, the classification of establishments by kind of business generally does not make it possible to determine either the number of establishments handling a particular commodity or the sales of that commodity. For example, the food stores classification excludes stores selling food if the sale of food is not the primary source of receipts; moreover, even though stores are classified as food stores, some of their receipts may be derived from the sale of nonfood products. (Information on the extent to which various broad groups of commodities, or merchandise lines, sold by different kinds of business is available in the 1982 Census of Retail Trade report, Merchandise Line Sales, RC82-I-3.)

Building Materials, Hardware, Garden Supply, and Mobile Home Dealers (SIC Major Group 52)

This major group includes retail establishments primarily engaged in selling lumber and other building materials; paint, glass, and wallpaper; hardware; nursery stock; lawn and garden supplies; and mobile homes. It includes lumber and other building materials dealers and paint, glass, and wallpaper stores selling to the general public, even if sales to contractors account for a larger proportion of total sales; these establishments are known as retail in the trade. Establishments primarily selling these products but not selling to the general public are classified in wholesale trade.

Hardware stores (SIC 525)—Establishments primarily selling a number of basic hardware lines such as tools, builders' hardware, paint and glass, housewares and household appliances, cutlery, and roofing materials, no one of which accounts for 50 percent or more of the sales of the establishments.

General Merchandise Group Stores (SIC Major Group 53)

This major group includes retail stores which sell a number of lines of merchandise, such as dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. The stores included in this group are known as department stores, variety stores, general merchandise stores, general stores, etc. Establishments primarily engaged in selling used general merchandise are classified in SIC 593, and those selling general merchandise by mail, vending machine, or direct selling are classified in SIC 596.

Department stores (SIC 531)—Establishments normally employing 25 people or more, having sales of apparel and soft goods combined amounting to 20 percent or more of total sales, and selling each of the following lines of merchandise:

1. Furniture, home furnishings, appliances, and radio and TV sets.
2. A general line of apparel for the family.
3. Household linens and dry goods.

The employment and lines of merchandise sold in leased departments are both taken into account when classifying a department store.

To qualify as a department store, sales of each of the lines listed above must be less than 80 percent of total store sales. An establishment with total sales of $10 million or more is classified as a department store even if sales of one of the merchandise lines listed above exceed the maximum percent of total sales, provided that the combined sales of the other two groups are $1 million or more. Relatively few stores are included in this classification as a result of this special rule and most of those which are would otherwise have been classified in the apparel group (SIC major group 56).

Due to the relatively high level of leased department activity in department stores, department store sales have been separately presented for the following classifications:

Department stores (incl. leased depts.)
Department stores (excl. leased depts.)

Variety stores (SIC 533)—Establishments engaged in the retail sale of a variety of merchandise in the low and popular price ranges. Sales usually are made on a cash-and-carry basis with the open selling method of display and customer selection of merchandise. These stores generally do not carry a complete line of merchandise, are not departmentalized, do not carry their own charge service, and do not deliver merchandise.

Miscellaneous general merchandise stores (SIC 539)—Establishments primarily engaged in the retail sale of a general line of apparel, dry goods, hardware, homewares or home furnishings, groceries, and other lines in limited amounts. Stores selling commodities covered in the definition for department stores but normally having less than 25 employees, and stores usually known as country general stores are included here. Also included are most catalog showrooms and establishments whose sales of apparel or furniture and home furnishings exceed half of their total sales, providing that sales of the smaller of the two lines in combination with dry goods and household linens account for 20 percent or more of total sales.

Food Stores (SIC Major Group 54)

This major group includes retail stores primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared foods and drinks for consumption on the premises are classified in major group 58, and stores primarily engaged in selling packaged beers and liquors are classified in SIC 5921.

Grocery stores (SIC 541)—Establishments primarily selling (1) a wide variety of canned or frozen foods such as vegetables, fruits, and soups; (2) packaged or bulk dry groceries, such as tea, coffee, cocoa, dried fruits, spices, sugar, flour, and crackers, and (3) other processed foods and nonedible grocery items. These establishments often also sell smoked and prepared meats, fresh fish and poultry, fresh vegetables and fruits, and fresh or frozen meats. Establishments commonly known as supermarkets, food stores, and delicatessens are included if receipts from sales of groceries and food items for off-premise preparation and consumption are 50 percent or more of total sales.

Automotive Dealers and Gasoline Service Stations (SIC Major Group 55)

This major group includes retail dealers selling new and used automobiles, boats, recreational vehicles and utility trailers, and motorcycles and mopeds; dealers selling new automobile parts and accessories, and gasoline service stations selling gasoline and lubricating oils. It includes establishments dealing exclusively in used automobiles, but not establishments dealing exclusively in used parts (SIC 5931). Also included are automobile repair shops maintained by establishments engaged in the sale of new automobiles. Automotive distributors, the greater part of whose sales are to dealers or to institutional or industrial users, are classified in wholesale trade.

Gasoline service stations (SIC 554)—Establishments primarily selling gasoline and automotive lubricants. Usually these establishments also sell tires, batteries, and accessories, and perform minor repair work and services. Establishments called garages but deriving more than half of their receipts from the sale of gasoline and automotive lubricants are included.

Apparel and Accessory Stores (SIC Major Group 56)

This major group includes retail stores primarily engaged in selling clothing of all kinds and related articles for personal wear and adornment. Not included are establishments which meet the criteria for Department stores (SIC 531) or Miscellaneous general merchandise stores (SIC 539) even though most of their receipts are from the sale of apparel and apparel accessories.

Men's and boys' clothing and furnishings stores (SIC 561)—Establishments primarily selling men's and boys' ready-to-wear clothing and furnishings. Establishments are included in this category if (1) sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 50 percent or more of total sales and (2) receipts from sales of all men's and boys' apparel are three or more times the receipts from sales of all women's and girls' apparel.

Women's clothing and specialty stores and furriers (SIC 562, 563, and 568)—Comprise the following industries:

Women's ready-to-wear stores (SIC 562)—Establishments primarily selling women's and girls' ready-to-wear apparel. Establishments are included in this category if (1) sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 50 percent or more of total sales, (2) sales of all women's and girls' apparel are three or more times the sales of all men's and boys' apparel, and (3) sales of dresses, skirts, slacks, coats, suits, and furs are two or more times greater than the sales of millinery, hosiery, underwear, blouses, handbags, and other apparel and accessories.

Women's specialty stores and furriers (SIC 563 and 568)—Establishments primarily selling a specialized line of women's and girls' apparel, such as sportswear, beachwear, blouses, hosiery, hats, foundation garments, lingerie, negligees, robes, and fur coats and other fur apparel.

Family clothing stores (SIC 565)—Establishments primarily selling clothing, furnishings, and accessories for men, women, and children, without specializing in any one line. Establishments are included in this category if (1) sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 50 percent or more of their total sales, (2) sales of all women's and girls' apparel items are not more than three times the sales of all men's and boys' apparel items, and (3) sales of men's and boys' apparel items are not more than three times the sales of all women's and girls' apparel items.

Shoe stores (SIC 566)—Establishments primarily selling shoes and other footwear. Accessories are frequently sold. Included are men's shoe stores, women's shoe stores, children's and juveniles' shoe stores, and family shoe stores.

Other apparel and accessory stores (SIC 564 and 569)—Establishments primarily engaged in the retail sale of specialized lines of apparel and accessories not elsewhere classified, such as uniforms, bathing suits, raincoats, riding apparel, sports apparel, umbrellas, wigs, and toupees. This classification also includes children's and infants' wear stores.

Furniture, Home Furnishings, and Equipment Stores (SIC Major Group 57)

This major group includes retail stores selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and household electrical and gas appliances. Establishments selling electrical and gas appliances are included in this group only if the major part of their sales consists of articles for home use. Dealers primarily engaged in selling antique and secondhand furniture are classified in SIC 5931. Stores primarily engaged in selling merchandise but also providing an interior decorating service are classified according to the merchandise handled. Interior designers primarily engaged in advising clients on the selection of interior decorations are classified in SIC 7399.

Furniture stores (SIC 5712)—Establishments primarily selling household furniture, beds, mattresses, springs, and other sleep equipment. Also included in this classification are establishments selling household appliances, phonographs, radios, television sets, and floor coverings provided the receipts from sales of furniture and sleep equipment exceed those from sales of other merchandise.

Home furnishing stores (SIC 5713, 5714, and 5719)—Establishments primarily engaged in the retail sale of home furnishings, such as china, glassware, and metalware for kitchen and table use, bedding and linen, brooms, brushes, lamps and shades, mirrors and pictures, venetian blinds, window shades, floor coverings and related products, draperies, curtains, slipcovers, and upholstery material.

Household appliance, radio, television, and music stores (SIC 572 and 573)—Comprise the following industries:

Household appliance stores (SIC 572)—Establishments primarily engaged in the retail sale of electric and gas refrigerators, stoves, and other household appliances such as electric irons, percolators, hot plates, and vacuum cleaners. Many such stores also sell radios and televison sets.

Radio and television stores (SIC 5732)—Establishments primarily engaged in the retail sale and installation of radios, television sets, home computers and software, record players, and high fidelity (hi-fi) and sound reproducing equipment. Such establishments also may sell additional lines such as household appliances, musical instruments, or records. Radio and television repair shops are classified in SIC 7622.

Record shops (SIC 5733 pt.)—Establishments primarily selling phonograph records and albums. Related merchandise is also frequently sold in these stores.

Musical instrument stores (SIC 5733 pt.)—Establishments primarily selling musical instruments such as organs, pianos, horns, stringed instruments, and percussion instruments. Other musical supplies may also be sold in these stores.

Eating and Drinking Places (SIC Major Group 58)

This major group includes retail establishments selling prepared food and drinks for consumption on the premises; it also includes lunch counters and refreshment stands selling prepared foods and drinks for immediate consumption.

Eating places (SIC 5812)—Includes retail establishments which sell prepared foods and beverages for consumption on or near the premises. Included are restaurants and lunchrooms, social caterers, cafeterias, refreshment places, contract feeding locations, and ice cream and frozen custard stands.

Drinking places (alcoholic beverages) (SIC 5813)—Establishments primarily engaged in the retail sale of drinks such as beer, ale, wine, and liquor for consumption on the premises. The sale of food frequently accounts for a substantial portion of the receipts of these establishments.

Miscellaneous Retail Stores (SIC Major Group 59)

This major group includes retail establishments not elsewhere classified. These establishments fall into the following categories: Drug stores, liquor stores, used merchandise stores, miscellaneous shopping goods stores, nonstore retailers, fuel and ice dealers, florists, cigar stores and stands, news dealers and newsstands, and miscellaneous retail stores not elsewhere classified.

Drug and proprietary stores (SIC 591)—Drug stores are establishments engaged in the retail sale of prescription drugs and patent medicines. They may carry a number of related lines, such as cosmetics, toiletries, tobacco, and novelty merchandise, and may operate a soda fountain or lunch counter. These stores are classified on the basis of their usual trade designation rather than on a strict interpretation of commodities handled.

Proprietary stores are establishments generally selling the same merchandise as drug stores, except that prescriptions are not filled and sold.

Liquor stores (SIC 592)—Establishments primarily selling packaged alcoholic beverages such as ale, beer, wine, and liquor for consumption off the premises. Liquor stores operated by States, counties, and municipalities are included.

Miscellaneous shopping goods stores (SIC 594)—Comprise the following industries:

General line sporting goods stores (SIC 5941 pt.)—Establishments primarily selling a general line of sporting

goods and equipment for hunting, camping, fishing, skiing, riding, tennis, golf, and other sports; and gymnasium and playground equipment.

Specialty line sporting goods stores (SIC 5941 pt.)—Establishments specializing in a maximum of four lines of sporting goods and equipment such as guns, bicycles, trophies, skiing, golfing, bowling, and billiards equipment.

Book stores (SIC 5942)—Establishments primarily selling new books and periodicals. Stationery and related items may also be sold. Book clubs (not engaged in publishing) primarily selling new books through the mail are included in mail order houses (SIC 5961).

Stationery stores (SIC 5943)—Establishments primarily engaged in the retail sale of stationery such as paper and paper products (including printing and engraving), post cards, novelties, and school and office supplies. Stores specializing in the sale of artists' supplies are classified in SIC 5999.

Jewelry stores (SIC 5944)—Establishments primarily engaged in the retail sale of any combination of the lines of jewelry, such as diamonds and other precious stones; rings, bracelets, and brooches; sterling and plated silverware; and watches and clocks. Stores primarily engaged in watch and jewelry repair are classified in SIC 7631.

Hobby, toy, and game shops (SIC 5945)—Establishments primarily engaged in the retail sale of toys, games, and hobby kits and supplies. Establishments primarily engaged in selling artists' supplies or collectors' items, such as coins, stamps, and autographs, are classified in SIC 5999.

Camera and photographic supply stores (SIC 5946)—Establishments primarily engaged in the retail sale of cameras, film, and other photographic supplies and equipment. Establishments primarily engaged in finishing films are classified in SIC 7395.

Gift, novelty, and souvenir shops (SIC 5947)—Establishments primarily engaged in the retail sale of combined lines of gifts and novelty merchandise, souvenirs, and miscellaneous small art goods such as greeting cards and holiday decorations.

Luggage and leather goods stores (SIC 5948)—Establishments primarily engaged in the retail sale of luggage, trunks, and leather goods.

Sewing, needlework, and piece goods stores (SIC 5949)—Establishments primarily engaged in the retail sale of sewing supplies, fabrics, patterns, and other needlework accessories.

Florists (SIC 5992)—Establishments primarily engaged in the retail sale of cut flowers and growing plants. Stores primarily engaged in selling seeds, bulbs, and nursery stock are classified in SIC 5261, and greenhouses and nurseries primarily engaged in growing, in SIC 0181.

APPENDIX B.
General Questions

U.S. DEPARTMENT OF COMMERCE
BUREAU OF THE CENSUS

1982 CENSUS OF RETAIL TRADE

O.M.B. APPROVAL NO. 0607-0371: EXPIRES 12/84

NOTICE – Response to this inquiry **is required by law (title 13, U.S. Code).** By the same law, your report to the Census Bureau is **confidential.** It may be seen only by sworn Census employees and may be used only for statistical purposes. The law also provides that copies retained in your files are **immune from legal process.**

Please complete this form and RETURN TO BUREAU OF THE CENSUS
1201 East Tenth Street
Jeffersonville, Indiana 47134

DUE DATE: FEBRUARY 15, 1983

If you cannot file by the due date, a time extension request should be sent to the above address; please include your 11-digit Census File Number (CFN).

Note – *Please read the accompanying instructions before answering the questions.*

In correspondence pertaining to this report, please refer to this Census File Number (CFN)

Employer Identification (EI) Number

CB-5801

Please correct errors in name, address, and ZIP code. ENTER street and number if not shown.

Item 1 – EMPLOYER IDENTIFICATION NUMBER

Is the Employer Identification (EI) Number shown in the label the SAME as that used for this establishment on its latest 1982 Employer's Quarterly Federal Tax Return, Treasury Form 941?

094 1 ☐ YES
2 ☐ NO – *Enter current EI No.* → ☐☐–☐☐☐☐☐☐☐ *(9 digits)*

Item 2 – PHYSICAL LOCATION OF ESTABLISHMENT

Answer items a, b, c, and d

NOTE: P.O. boxes or rural routes are not physical locations.

a. ☐ Same as shown in mailing label. If different, indicate change.

NUMBER AND STREET

CITY, TOWN, VILLAGE, ETC. | STATE | ZIP CODE

b. Is this establishment physically located inside the legal boundaries of the city, town, village, etc.?

095 1 ☐ YES
2 ☐ NO
3 ☐ No legal boundaries
4 ☐ Don't know

c. Type of municipality where physically located

096 1 ☐ City, village, or borough
2 ☐ Town or township
3 ☐ Other or don't know

d. Name of county where physically located

Item 3 – OPERATIONAL STATUS

a. How many months during 1982 did this firm or organization actively operate this establishment? — Number of months 002

b. Mark (X) the **ONE** box which best describes this establishment at the end of 1982.

001 1 ☐ In operation
2 ☐ Temporarily or seasonally inactive
3 ☐ Ceased operation – *Give date* →
4 ☐ Sold or leased to another operator – *Give date at right* → *AND enter name, etc., below*

Figures only

Month	Day	Year

NAME OF NEW OWNER OR OPERATOR

NUMBER AND STREET

CITY | STATE | ZIP CODE

Item 4 – ORGANIZATIONAL STATUS – *Mark (X) the **ONE** box which best describes this establishment during 1982.*

003 1 ☐ Individual proprietorship
2 ☐ Partnership
3 ☐ Cooperative association (taxable)
4 ☐ Cooperative association (tax-exempt)
5 ☐ Government – *Specify* _____
0 ☐ Corporation (Do not mark if any form of cooperative association.)
9 ☐ Other – *Specify* _____

HOW TO REPORT DOLLAR FIGURES

Value figures may be reported in dollars or rounded to thousands. **Example:** If a figure is **$1,125,628,** report either →

	Millions (000)	Thousands (000)	Dollars (000)
• *Preferred*	1	126	
Acceptable	1	125	628

Item 5 – DOLLAR VOLUME OF BUSINESS IN 1982

		Mil.	Thou.	Dol.
Sales of merchandise and other operating receipts EXCLUDING sales (or other) taxes collected	010			

Item 6 – PAYROLL AND EMPLOYMENT

		Mil.	Thou.	Dol.
a. Payroll in 1982, before deductions	030			
(1) Total **ANNUAL** payroll				
(2) **FIRST QUARTER** payroll	031			

b. Employment in 1982 — Number

Number of paid employees for the pay period including March 12, 1982. (Include both full- and part-time employees.) — 032

Item 9 – KIND OF BUSINESS – *Mark (X) the **ONE** box which best describes the **PRINCIPAL** kind of business of this establishment in 1982.*

(Categories appropriate to individual form)

PENALTY FOR FAILURE TO REPORT

CONTINUE ON PAGE 2 →

Item 11 – MERCHANDISE LINES

Report sales either in dollar figures (see example on page 1), or as a percent (in whole percents) of total sales (see example below).

HOW TO REPORT PERCENTS

If figure is **38.76%** of total sales:	Mil.	Thou.	Dol.	Percent
• *Report whole percents* →				39
Not acceptable →				38.76

Merchandise lines	Census use	Estimated sales during 1982 Mil.	Thou.	Dol.	Percent
(Categories appropriate to individual form)					

NOTE *Answer item 13 only if your Census File Number (CFN), shown in the address label of this report form, begins with a zero.*

Item 13 – OWNERSHIP, CONTROL, AND LOCATIONS OF OPERATION

a. Is this company owned or controlled by another company?

097 1 ☐ YES →
2 ☐ NO

ENTER OWNING OR CONTROLLING COMPANY, NAME, ADDRESS, AND ZIP CODE

EI No. (9 digits) ☐☐–☐☐☐☐☐☐☐

b. Does this company own or control any other company or companies?

098 1 ☐ YES →
2 ☐ NO

ENTER OWNED OR CONTROLLED COMPANY NAME, ADDRESS, AND ZIP CODE

EI No. (9 digits) ☐☐–☐☐☐☐☐☐☐

c. How many establishments were operated under the EI Number shown in the address label (or as corrected in item 1) **at the end** of 1982? → 079 Number

If more than one, provide the **physical location** address and other information indicated below for each establishment. Continue with same format in item 14 (or attach a separate sheet) if necessary.

	NAME, ADDRESS, AND ZIP CODE / KIND-OF-BUSINESS DESCRIPTION	1982	Mil.	Thou.	Dol.
1		Sales	081		
		Annual payroll	082		
		Census use	088		
2		Sales	081		
		Annual payroll	082		
		Census use	088		
3		Sales	081		
		Annual payroll	082		
		Census use	088		
4		Sales	081		
		Annual payroll	082		
		Census use	088		

APPENDIX C.

Kind-of-Business Titles and Reporting-Form Numbers

Listed below are retail kind-of-business titles and their corresponding reporting-form numbers. Requests for copies of any of these forms, including the inquiries used to classify establishments by kind of business, should be directed to the Business Division, Bureau of the Census, Washington, D.C. 20233.

SIC code	Title	Reporting form CB-
52	BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS	
5211	Lumber and other building materials dealers	5201
5231	Paint, glass, and wallpaper stores	5202
5251	Hardware stores	5203
5261	Retail nurseries, lawn and garden supply stores	5204
5271	Mobile home dealers	5205
53	GENERAL MERCHANDISE GROUP STORES	
5311 pt.	Conventional department stores	5301
5311 pt.	Discount or mass merchandising department stores	5301
5311 pt.	National chain department stores	5301
5331	Variety stores	5302
5399	Miscellaneous general merchandise stores	5301
54	FOOD STORES	
5411	Grocery stores	5400
5423	Meat and fish (seafood) markets	5400
5431	Fruit stores and vegetable markets	5400
5441	Candy, nut, and confectionery stores	5400
5451	Dairy products stores	5400
5462	Retail bakeries--baking and selling	5400
5463	Retail bakeries--selling only	5400
5499	Miscellaneous food stores	5400
55	AUTOMOTIVE DEALERS AND GASOLINE SERVICE STATIONS	
5511	Motor vehicle dealers--new and used cars	5501
5521	Motor vehicle dealers--used cars only	5501
5531 pt.	Tire, battery, and accessory dealers	5502
5531 pt.	Other auto and home supply stores	5502
5541	Gasoline service stations	5504
5551	Boat dealers	5503
5561	Recreational and utility trailer dealers	5503
5571	Motorcycle dealers	5503
5599	Automotive dealers, n.e.c.	5503
56	APPAREL AND ACCESSORY STORES	
5611	Men's and boys' clothing and furnishings stores	5601
5621	Women's ready-to-wear stores	5601
5631	Women's accessory and specialty stores	5601
5641	Children's and infants' wear stores	5601
5651	Family clothing stores	5601
5661 pt.	Men's shoe stores	5602
5661 pt.	Women's shoe stores	5602
5661 pt.	Children's and juveniles' shoe stores	5602
5661 pt.	Family shoe stores	5602
5681	Furriers and fur shops	5601
5699	Miscellaneous apparel and accessory stores	5601
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES	
5712	Furniture stores	5701
5713	Floor covering stores	5704
5714	Drapery, curtain, and upholstery stores	5705
5719	Miscellaneous home furnishing stores	5705
5722	Household appliance stores	5702
5732	Radio and television stores	5702
5733 pt.	Record shops	5703
5733 pt.	Musical instrument stores	5703
58	EATING AND DRINKING PLACES	
5812 pt.	Restaurants and lunchrooms	5801
5812 pt.	Social caterers	5801
5812 pt.	Cafeterias	5801
5812 pt.	Refreshment places	5801
5812 pt.	Contract feeding	5802
5812 pt.	Ice cream, frozen custard stands	5801
5813	Drinking places (alcoholic beverages)	5801
59	MISCELLANEOUS RETAIL STORES	
5912 pt.	Drug stores	5901
5912 pt.	Proprietary stores	5901
5921	Liquor stores	5902
5931	Used merchandise stores	5903
5941 pt.	General line sporting goods stores	5904
5941 pt.	Specialty line sporting goods stores	5904
5942	Book stores	5905
5943	Stationery stores	5905
5944	Jewelry stores	5906
5945	Hobby, toy, and game shops	5907
5946	Camera and photographic supply stores	5908
5947	Gift, novelty, and souvenir shops	5905
5948	Luggage and leather goods stores	5905
5949	Sewing, needlework, and piece goods stores	5909
5961 pt.	Department store merchandise--mail order	5910
5961 pt.	General merchandise, n.e.c.--mail order	5910
5961 pt.	Other mail-order houses	5910
5962	Automatic merchandising machine operators	5802
5963 pt.	Furniture, home furnishings, equipment--direct selling	5910
5963 pt.	Mobile food service--direct selling	5910
5963 pt.	Books and stationery--direct selling	5910
5963 pt.	Other direct selling	5910
5982	Fuel and ice dealers, n.e.c.	5911
5983	Fuel oil dealers	5911
5984	Liquefied petroleum gas (bottled gas) dealers	5911
5992	Florists	5912
5993	Cigar stores and stands	5902
5994	News dealers and newsstands	5902
5999 pt.	Optical goods stores	5913
5999 pt.	Pet shops	5914
5999 pt.	Typewriter stores	5905
5999 pt.	Other retail stores, n.e.c.	5916

APPENDIX D.
Standard Metropolitan Statistical Areas

[Titles and definitions shown for SMSA's are those established by the Office of Management and Budget, as of January 1982]

Standard Metropolitan Statistical Areas

SMSA and definition
Lincoln, Nebr.
Lancaster County, Nebr.
Omaha, Nebr.-Iowa [1]
Pottawattamie County, Iowa
Douglas County, Nebr.
Sarpy County, Nebr.
Sioux City, Iowa-Nebr. [1]
Woodbury County, Iowa
Dakota County, Nebr.

[1] MRC data for this SMSA appear only in State report for State in which this SMSA is primarily located.

APPENDIX E, APPENDIX F, and APPENDIX G

[Not applicable]

APPENDIX H.
Comparative Sales Statistics for Central Business Districts in Standard Metropolitan Statistical Areas: 1982 and 1977

Geographic area	1982 sales		1977 sales ($1,000)	Percent change in sales, 1977 to 1982, unadjusted
	Adjusted ($1,000)	Unadjusted ($1,000)		
LINCOLN SMSA				
Lincoln CBD	87 791	86 151	91 213	-5.6
OMAHA, NEBR.-IOWA, SMSA				
Omaha CBD	60 482	59 212	69 568	-14.9
Council Bluffs CBD	45 752	44 803	42 986	4.2

APPENDIX I.
Boundary Descriptions for Central Business Districts and Major Retail Centers

LINCOLN, NEBR., SMSA

Lincoln CBD—Includes the area bounded by "R" St., 17th St., "K" St., and 9th St. (Entire tract 19)

MRC No. 1—Includes the planned centers known as "Gateway Shopping Center" and "East Park Plaza" and establishments in the area bounded by the Missouri Pacific RR., "O" St., and N. Cotner Blvd. (Lincoln) (In tract 12)

OMAHA, NEBR.-IOWA, SMSA

Omaha, Nebr. CBD—Includes the area bounded by Cuming St., 15th St., California St., 13th St., Dodge St., 9th St., Douglas St., the Missouri River, Pierce St., 6th St., Pacific St., 16th St., Pierce St., 20th St., Dodge St., and 22nd St. (Entire tracts 17 and 18)

Council Bluffs, Iowa CBD—Includes the area bounded by Washington St., 1st St., Pierce St., Bluff St., 9th St., and 8th St. (Entire tract 309)

MRC No. 1—Includes the planned centers known as "K-Mart South Plaza" and "Southwest Plaza" and establishments on "L" St. from S. 48th St. to S. 56th St. ext., and on S. 50th St. from "K" St. to "L" St. (Omaha, Nebr.) (In tracts 70 and 71)

MRC No. 2—Includes establishments in the area bounded by "F" St., S. 23rd St., "S" St., and S. 25th St. (Omaha, Nebr.) (In tracts 26, 27, 28, 29, and 32)

MRC No. 3—Includes the planned center known as "Crossroads Mall" and establishments on Dodge St. from N. 69th St. to N. 78th St., on S. 72nd St. from Cass St. to Woolworth Ave., on Pacific St. from S. 68th St. to S. 78th St., on Cass St. from N. 69th St. to N. 76th St., and on S. 74th St., S. 74th Plaza, Farnam St., and Jones St. (Omaha, Nebr.) (In tracts 46, 47, 64, 67.01, 68.01, and 70)

MRC No. 4—Includes the planned centers known as "Brook Park," "The Village," "Maple Plaza" and "Camelot Village Center" and establishments on N. 90th St. from Sprague St. to Blondo St., on Maple St. from N. 83rd St. to N. 93rd St., and adjacent establishments on Bedford Ave., Blondo St., N. 88th St., N. 90th Plaza, N. 91st Plaza, N. 93rd St., and Ohio St. (Omaha, Nebr.) (In tracts 65.01, 66.01, 66.02, and 74.14)

MRC No. 5—Includes the planned center known as "Southroads Shopping Center" and establishments on N. Fort Crook Rd. from Sidney St. to Avery Rd., and on Avery Rd., Georgia Ave., and N. Galvin Rd. (Bellevue, Nebr.) (In tracts 101.01, 101.04, and 101.05)

OMAHA, NEBR.-IOWA, SMSA—Con.

MRC No. 6—Includes the planned centers known as "Westroads," "Regency Fashion Court" and "Old Mill" and establishments on W. Dodge Rd. from N. 98th St. to N. 114th St., and on California St., Chicago Cir., Davenport St., Mill Valley Rd., N. 102nd St., N. 108th Ct., N. 109th Ct., N. 109th Plaza, N. 114th St., N. 115th St., Petticoat Ln., and Regency Cir. (Omaha, Nebr.) (In tracts 67.02 and 74.03)

MRC No. 7—Includes the planned centers known as "Westgate Plaza," "Frederick Plaza," "Frederick Square," and "Center Plaza" and establishments in the area bounded by W. Center Rd., S. 80th St., Grover St., S. 84th St., Papillion Pkwy., and the west property line of shopping centers. (Omaha, Nebr.) (In tracts 68.01 and 69.01)

MRC No. 8—Includes the planned centers known as "Brentwood Plaza," "Brentwood Square," and "K-Mart Plaza" and establishments on S. 84th St. from Granville Pkwy. to Cary St., on Royal Dr. from S. 82nd St. to Cary St., on N. Washington St. from Giles Rd. to Cary St., and on Cary St. and Granville Pkwy. (La Vista and Sarpy County) (In tracts 106.01 and 106.02)

MRC No. 9—Includes the planned centers known as "First National Shopping Center," "First Federal Square," "Bellevue Plaza," and "Chateau Center" and establishments on S. Galvin Rd. from Harvell Rd. to Murphy Rd., on Harlan Dr. from Wilshire Dr. to S. Galvin Rd., and on JFK Dr. and Wilshire Dr. (Bellevue, Nebr.) (In tracts 101.05, 101.06, and 104.01)

MRC No. 10—Includes the planned centers known as "Montclair," "Baker Square," "Orchard Plaza," and "Orchard West" and establishments in the area bounded by Arbor St., S. 129th Ave., Augusta Ave., and S. 135th St. (Omaha, Nebr.) (In tracts 74.06, 74.07, 74.08, and 74.09)

MRC No. 11—Includes the planned centers known as "Westwood Plaza" and "Bel-Air Plaza" and establishments on S. 120th St. from Cryer Ave. to Westwood Ln., on W. Center Rd. from S. 119th St. to S. 124th St., and on Cryer Ave. (Omaha, Nebr.) (In tracts 68.02, 69.02, 74.07, and 74.08)

MRC No. 12—Includes the planned centers known as "Bluff Plaza" and establishments on E. Broadway St. and E. Pierce St. from 1st St. to Kenmore St., on N. Broadway St. from E. Broadway St. to Hunter St., and on Stutsman St. from E. Broadway St. to E. Pierce St. (Council Bluffs, Iowa) (In tracts 301 and 311)

MRC No. 13—Includes the planned center known as "The Center" and establishments on Center St. from S. 35th St. to S. 46th St. (Omaha, Nebr.) (In tracts 34.01, 34.02, 35, 37, and 38)

MRC No. 14—Includes establishments on "Q" St. from S. 30th St. to S. 40th St., and on S. 33rd Ave. and S. 36th St. (Omaha, Nebr.) (In tracts 29, 30, and 31)

MRC No. 15—Includes establishments on N. Saddle Creek Rd. from Dodge St. to N. Happy Hollow Blvd., on NW. Radial Hwy. from N. Saddle Creek Rd. to N. Happy Hollow Blvd., on Dodge St. from 43rd Ave. to 45th St., and on California St., Cass St., Charles St., Cuming St., Hamilton St. and N. Happy Hollow Blvd. (Omaha, Nebr.) (In tracts 44, 48, 49, 54, and 55)

MRC No. 16—Includes the planned center known as "Millard Plaza" and establishments in the area bounded by "L" St., S. 131st St., "Q" St., S. 138th St., "U" St., Millard Ave., S. 144th St., Weir St., "P" St., and Stevens St. (Omaha, Nebr.) (In tracts 74.18 and 74.19)

OMAHA, NEBR.-IOWA, SMSA—Con.

MRC No. 17—Includes the planned center known as "Mission Square" and establishments on N. 72nd St. from Bedford Ave. to Seward St., on Maple St. from N. 69th St. to N. 74th St., on Blondo St. from N. 70th St. to N. 73rd St., and on N. 73rd St. (Omaha, Nebr.) (In tracts 56, 64, 65.01, and 66.01)

MRC No. 18—Includes the planned center known as "Northwest Plaza" and establishments on N. 90th St. from Ames Ave. to Military Rd., on Fort St. from N. 89th St. to N. 91st St., on Military Rd. from N. 85th St. to N. 91st St., and on Military Ave. (Omaha, Nebr.) (In tracts 65.01, 73.05, and 74.14)

APPENDIX J.
Major Retail Center Delineation by Geographic Areas

[Delineation identification symbols: "CSAC"—delineated by Census Statistical Areas Committee, "L"—delineated by other local organization, "N"—no delineation since area had no MRC's in 1982, "NP"—nonparticipating area (no MRC delineation participation could be obtained). For definition of each SMSA, see appendix D]

AREA	MRC DELINEATOR
Lincoln SMSA	CSAC
Omaha, Nebr.-Iowa, SMSA	CSAC

TEAR HERE

TEAR HERE

REFERENCE MATERIALS • ORDER FORMS • PUBLICATION CORRECTIONS

Please send me the items marked (X) below.

☐ Corrections (if there are any) for this publication—**Major Retail Centers, Nebraska, RC82-C-28**

If you purchase several different reports from the 1982 Economic Censuses, you should complete this form from each of the reports and return it to the address shown below to receive publication corrections. However, you should complete the following on **only** one of the forms.

☐ Guide to the 1982 Economic Censuses and Related Statistics

☐ Monthly Product Announcement—A monthly notice of all products released by the Census Bureau during the previous month—useful primarily to persons who plan to purchase publications, tapes, etc., in the future.

Publication announcements and order forms — *Mark (X) subjects in which you are interested.*

- ☐ Retail Trade
- ☐ Wholesale Trade
- ☐ Service Industries
- ☐ Construction Industries
- ☐ Manufacturing
- ☐ Mineral Industries
- ☐ Transportation
- ☐ Economic Censuses of Outlying Areas (Puerto Rico, Guam, Virgin Islands, and Northern Mariana Islands)
- ☐ Enterprise Statistics
- ☐ Minority- and Women-Owned Businesses
- ☐ Agriculture
- ☐ County Business Patterns
- ☐ Quarterly Financial Report
- ☐ Governments
- ☐ Foreign Trade
- ☐ Population
- ☐ Housing
- ☐ International Statistics
- ☐ Geography
- ☐ Guides, Catalogs, etc.

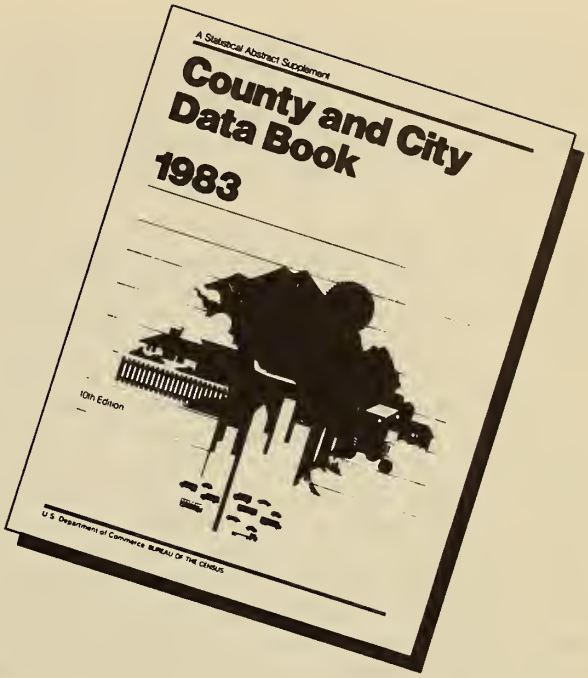
Name		
Organization		
Address/PO Box		
City	State	ZIP Code

Mail completed form to

Customer Services
DUSD
Bureau of the Census
Washington, D.C. 20233

County and City Data Book ,1983

10th Edition



A must for . . .

Market researchers	Economists
Business analysts	Teachers
Legislators	Librarians
Social scientists	Students
Planners	. . .The list is endless

The County and City Data Book, 1983, is an indispensable reference to social and economic data on States, counties, cities, and places, all in one compact volume. It contains information on a variety of subjects, including population, age distribution, educational attainment, money and personal income, housing value and ownership, births, deaths, poverty, local and city government finance and employment, health care, human services, business, banking, climate, elections, and social programs. Many new data items are presented for the first time in the Data Book, including nurses, nursing homes, Medicare, journey to work, workers in families, and Moody's bond ratings. Also featured are rankings of selected socioeconomic measures for cities and counties.

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PUBLICATION PROGRAM

1982 CENSUS OF RETAIL TRADE

Publications of the 1982 Census of Retail Trade, containing data on retail establishments in the United States, are described below. Publications order forms for the specific reports may be obtained from any Department of Commerce district office or from Data User Services Division, Customer Services (Publications), Bureau of the Census, Washington, D.C. 20233. The first results were issued in preliminary reports. Final detailed statistics are issued in separate paperbound reports, which subsequently are assembled and reissued in clothbound volumes.

Final Reports

Geographic area series—52 reports (RC82-A-1 to -52)

A separate paperbound report is being published for each State, the District of Columbia, and the United States. Each report presents general statistics for establishments with payroll, on number of establishments, sales, payroll, and employment, by varied retail classifications. Data for all establishments (establishments with payroll and establishments without payroll) are presented on number of establishments, sales, and number of proprietorships and partnerships, only for total retail trade. All statistics are presented for the State, SMSA's, counties, and places with 2,500 inhabitants or more. Greater kind-of-business detail is shown for larger areas. For each State, the District of Columbia, and the United States, 1982 data are provided for all establishments on sales per capita, number of inhabitants per establishment, and sales per establishment, only for total retail trade. In addition, for establishments with payroll, data are shown by kind of business on sales and employees per establishment and sales and payroll per employee. Comparative statistics showing percent changes in sales and payroll between 1977 and 1982 are shown by kind of business for establishments with payroll and, for all establishments, only for total retail trade.

Major retail center series—51 reports (RC82-C-1 to -51)

A separate report is being issued for each State and the District of Columbia. Each report presents statistics for retail establishments with payroll by varied kind-of-business detail on number, sales, payroll, and employment. In addition, data for all establishments are presented on number and sales only for total retail trade.

Data are shown for each SMSA in the State, each central city and all other SMSA cities of 50,000 inhabitants or more, each central business district (CBD), and all other major retail centers (MRC's) in the SMSA.

Descriptions of the boundaries of each CBD and MRC also are included.

Industry series—56 reports (RC82-I-1, 2, 3 (1 to 53), and 4)

The first report (RC82-I-1) presents data based on size of establishment, size of company or firm (firm size is based on all establishments operated by a firm within the same kind of business or kind-of-business group for which data are presented), and legal form of organization. Establishment statistics are presented by sales size and by employment size; statistics for firms, by sales size (including concentration by largest firms), by employment size, and by number of establishments operated (single units and multiunits). Statistics are presented for establishments with payroll by kind of business on the number of establishments, sales, payroll, and employment for the United States and, for all establishments, only for total retail trade.

A report (RC82-I-2) on measures of value produced, capital expenditures, depreciable assets, and operating expenses presents data for retail firms with payroll for the United States by major kinds of business. Data also are provided on sales, purchases, and beginning and ending inventories. Measures of value produced include gross margin, value added, and net income produced at market prices and factor costs. Operating expenses include annual payroll, supplemental labor costs, purchased services, etc.

The merchandise line sales series (RC82-I-3 (1 to 53)) presents data on major categories of merchandise sold by retail kinds of business for each State and the District of Columbia, each SMSA, and the United States as a whole. Data for States and most SMSA's will be available on microfiche only. Tables present data for establishments with payroll for each kind of business and show, for each merchandise line, the number of establishments handling the line and their sales of the line; the percentage of total sales of the kind of business accounted for by each of the lines carried; and, for establishments actually handling a specific line, the percentage of their total sales represented by sales of that line. Summary statistics also are provided for the 34 broad merchandise line categories, including counts of establishments and the amount and percent of the line sold by various kinds of retail businesses.

A miscellaneous subjects report (RC82-I-4) contains special statistics on eating and drinking places, gasoline service stations and liquefied petroleum (LP) gas dealers, and other miscellaneous subjects. Data are presented for the United States as a whole and, where feasible, for States and SMSA's.

Final Report Volumes

- Volume I. Retail—Summary and Industry Statistics. Includes data previously issued in series RC82-I.
- Volume II. Retail Trade—Geographic Area Statistics. Includes data previously issued in series RC82-A.
- Volume III. Retail Trade—Major Retail Centers. Includes data previously issued in series RC82-C.

Microfiche

Every final report in the 1982 Census of Retail Trade will be available on microfiche.

Public-Use Computer Tapes

Selected data—generally detailed information by industry and/or geographic area—also are available on public-use computer tapes. For the selected data, these tapes will provide the same information found in the final reports. Public-use computer tapes are available for users who wish to summarize, rearrange, or process large amounts of data. These tapes, with corresponding technical documentation, are sold by Data User Services Division, Customer Services (Tapes), Bureau of the Census, Washington, D.C. 20233.

OTHER ECONOMIC CENSUSES REPORTS

Data on wholesale trade, service industries, construction industries, manufactures, mineral industries, transportation, enterprise statistics, minority-owned business enterprises, and women-owned businesses also are available from the 1982 Economic Censuses. A separate series of reports covers the censuses of outlying areas—Puerto Rico, Virgin Islands of the United States, Guam, and the Northern Marianas. Separate announcements describing these reports are available free of charge from Data User Services Division, Customer Services (Publications), Bureau of the Census, Washington, D.C. 20233.

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